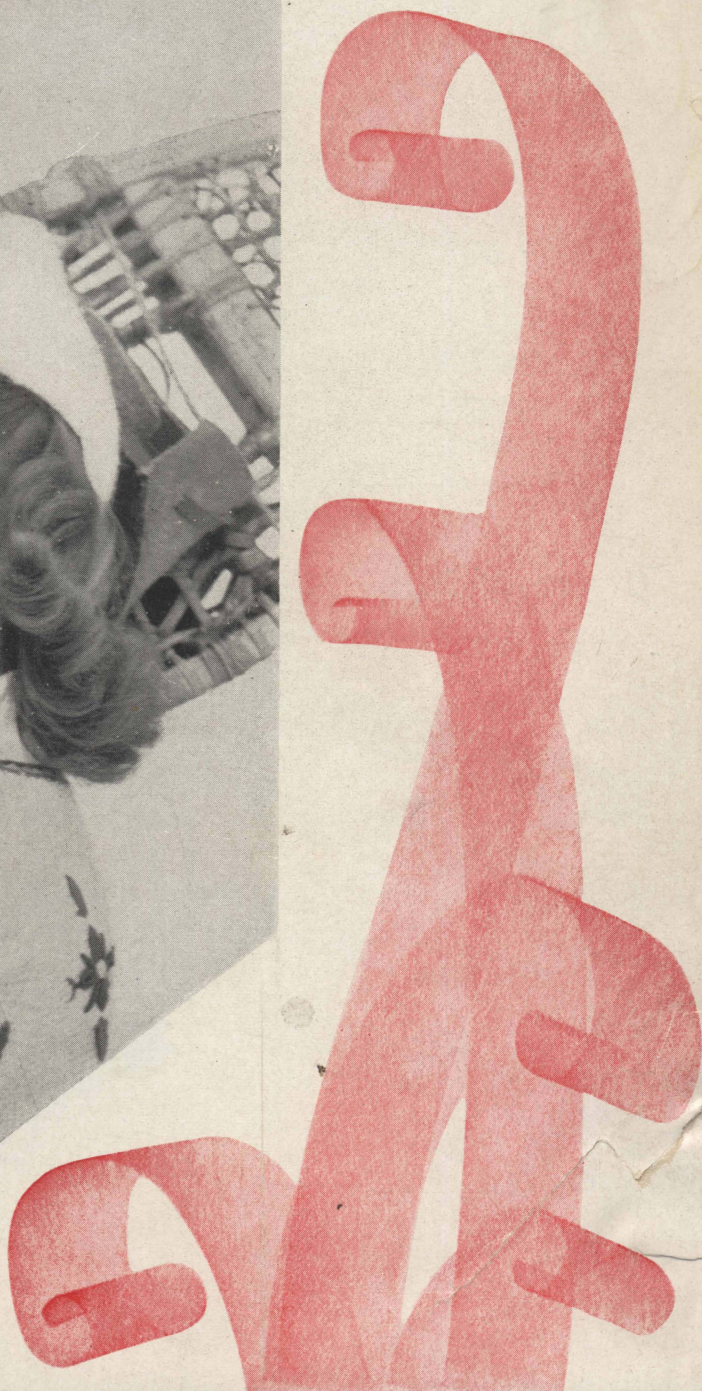


THE  
COIN MACHINE  
REVIEW

JANUARY  
1946



GREETINGS

*for a great*

1946

**am**

THE NUMBER ONE PHONOGRAPH

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OVER FORTY YEARS  
OF  
MUSIC LEADERSHIP!

1945

*No Priority Delivery Promises!*  
As soon as the great new SEEBURG  
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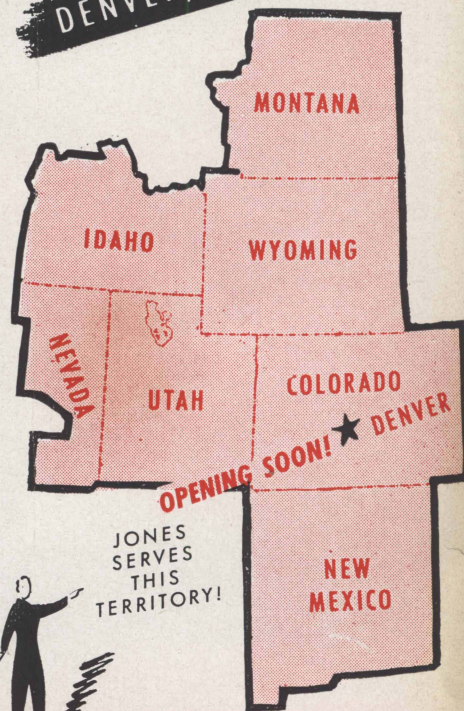
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SERVES  
THIS  
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★ Wherever You Are Located... You Are  
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Departments... Factory Trained Personnel  
... Ready To Serve You!

J. P. SEEBURG CORPORATION · CHICAGO

**Seeburg**

# "Built to Last"

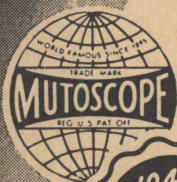
has always meant **MUCH** to  
**MUTOSCOPE COIN-MACHINE OPERATORS**



For fifty years MUTOSCOPE equipment has given superlative service through the years of peace and the years of war. When Mutoscope turned to war work exclusively, the Mutoscope COIN-OPERATED machines on the civilian front proved their worth by the manner in which they stood up! They performed well and earned good returns for their operators. They proved they were "BUILT TO LAST."

During our years of intensive war work we learned and perfected many valuable precision skills. We kept abreast of the latest technical developments and are now applying them in the specialized field of coin-operated machines.

The new MUTOSCOPE machines embody all the SCIENTIFIC skills we knew and all we so recently mastered. The new MUTOSCOPE equipment being made for you is BUILT TO LAST longer . . . and give all 'round better service. That's what you're entitled to expect from MUTOSCOPE—that's what you get from MUTOSCOPE.



## The New COIN-OPERATED \*PHOTOMATIC

the scientific wonder machine that delivers a beautifully framed and finished photo in less than a minute! Completely automatic. A steady substantial money-maker. Orders now being taken for delivery as soon as available.

## \*THE ATOMIC BOMBER

A whirlwind of excitement capitalizing on the greatest discovery since the dawn of history. Timely! Thrilling! A veritable gold mine.

## Headed for Greater Popularity Than Ever Before...

## \*VOICE-O-GRAPH

the automatic coin-operated voice recorder. Clearly and faithfully records the human voice, plays it back, delivers the finished record — all 100% automatic and coin-operated. Its drawing power is irresistible!

Mutoscope has scheduled many other new coin-machines for early production—all arresting for novelty and scientific skill—all exciting in action and powerful in attracting trade.

**KEEP WELL POSTED—WRITE TODAY**

\* Trade Mark

# INTERNATIONAL MUTOSCOPE CORPORATION

44-01 ELEVENTH STREET

WM. RABKIN, President

LONG ISLAND CITY 1, NEW YORK

COIN  
MACHINE  
REVIEW

3

FOR  
JANUARY  
1946



# WATLING 5c ROLATOPS

**REBUILT AND REFINISHED  
LOOK AND OPERATE LIKE NEW**

## \$95.00

—ALSO—

**BLUE FRONTS  
BROWN FRONTS  
GOLD CHROMES  
ORIGINAL CHROMES**

**FACTORY REBUILT—NEW CASTINGS  
NEW CABINETS—LATEST FEATURES**

*All Machines Sold On 30 Days' Guarantee*

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COIN  
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REVIEW

4

FOR  
JANUARY  
1946

*When materials are available..*

**Gottlieb**

*will be*

**First**

*with the*

**Finest!**

**Be Sure to Get on Our Mailing List**

*“There is no substitute for Quality”*

**D. GOTTLIEB & CO.**

**1140 NORTH KOSTNER AVE.**

**CHICAGO 51, ILLINOIS**

COIN  
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REVIEW

**5**

FOR  
JANUARY  
1946

Watch for these new

# Bally

## PROFIT-PRODUCERS

COIN  
MACHINE  
REVIEW

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FOR  
JANUARY  
1946

1 VICTORY DERBY (One-Ball Multiple Pay Table)

2 VICTORY SPECIAL (One-Ball Multiple Free Play)

3 NEW CONSOLES (For Every Type of Location)

4 NEW 5-BALL NOVELTY SENSATIONS

5 NEW PHOTO-ELECTRIC TARGET GAMES  
AND OTHER ARCADE TYPE GAMES

6 NEW BEVERAGE VENDERS  
NEW IMPROVED MECHANISM...NEW BEAUTIFUL DESIGNS

● RE-CONVERSION of Bally's big new plant from war production is progressing at top speed. Day and night shifts are already producing game parts. You'll see new Bally products on location quicker than you ever thought possible. Write today to get on the list to receive all Bally announcements.

### THE Bally PHONOGRAPH

Famous Gabel mechanism plus Bally electronic engineering insures top tonal quality, trouble-free operation. Brilliant line of cabinets, designed by nationally known stylists for greatest eye-appeal. Huge production facilities of Bally's vast new war-time plant insures early big-volume delivery.



**Bally** MANUFACTURING COMPANY  
DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

# NOW On Our Showroom Floor

## VICTORY DERBY

### A BRAND NEW ONE-BALL MULTIPLE PAY TABLE

BALLY has long held a preference with amusement operators for BALLY GAMES MAKE MONEY FOR OPERATORS. This is the first BALLY Game to be produced since the War. It's symbolic of the fine Games BALLY has always produced. Tested — and a proven moneymaker for operators and — for the first time — revolutionary servicing features. Come in and see this game today!

Now Delivering — —

## UNDERSEA RAIDER

An upright gun with unusual, timely appeal. Flashy, attractive, and play-inviting. Players torpedo submarines through a Periscope that simulates battle conditions. It's tops in suspense, action, interest AND EARNING POWER! Don't miss out on this sensational moneymaker!

COME IN TODAY!

Coming!

## VICTORY SPECIAL

A ONE-BALL MULTIPLE FREE PLAY

Watch For It!!!!

AVAILABLE ON AN UNUSUAL TIME PAYMENT  
FINANCE PLAN

## MINTHORNE MUSIC COMPANY

2916-20 W. Pico Blvd.

Parkway 2177

Los Angeles 6, California

DISTRIBUTORS FOR J. P. SEEBURG CORP. and BALLY MFG. CO.



Now Available!  
*the Bally*  
**"VICTORY DERBY"**

*The First New Model  
 to be Produced  
 Since the War*

**CASH IN**  
 on this big  
**PROFIT  
 MAKER**



**Flash!  
 Action!  
 Color!  
 Suspense!**

COIN  
 MACHINE  
 REVIEW

**8**

FOR  
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 1946

**LEADERS NEVER FOLLOW.** This brand new one ball, Multiple play table is the result of 3½ years of engineering research. It has brand new player appeal. It is brand new in appearance. It has revolutionary servicing features. It is built to operate under the most severe use and to continue to make money for the operator day in and day out.

**THOROUGHLY TESTED ON LOCATION THE "VICTORY DERBY" HAS PROVED TO BE THE GREATEST MONEY MAKER EVER BUILT BY BALLY**

*You Can More Than Ever  
 Always Bank on a Bally Game*

*Immediate Delivery—Place Your Order at Any JACK R. MOORE Office*

**JACK R. MOORE CO.**

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| <b>PORTLAND</b>        | <b>SAN FRANCISCO</b>        | <b>SEATTLE</b>    | <b>SPOKANE</b>       |
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*To All Our Friends and Customers:  
Our Best Wishes  
for a  
Happy Holiday Season*

Charlie Robinson

Al Bettelman

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WE WILL BE HAPPY TO SERVE YOU IN 1946 WITH:

**O. D. JENNINGS SLOTS AND CONSOLES  
HARLICH SALES BOARDS  
BUCKLEY MUSIC SYSTEM  
5 BALL PIN GAMES  
1 BALL PIN GAMES  
PHONOGRAPHS  
CONSOLES**

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**Jennings**

**Gottlieb**

**Chicago**

**BRONZE  
CHIEF**

**STAGE DOOR  
CANTEEN**

**Coin  
GOALEE**

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**C. A. ROBINSON & CO.**

2301-03-05 West Pico Blvd.

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FEderal 1810

COIN  
MACHINE  
REVIEW

**9**  
FOR  
JANUARY  
1946

# BADGER'S Bargains

"Often a few dollars less - Seldom a penny more"

LOS ANGELES see  
Bill Happel  
MILWAUKEE see  
Carl Happel

## KEENEY RECONDITIONED SUPER BELLS

COMPLETELY RECONDITIONED, REBUILT AND REFINISHED LIKE NEW. IMMEDIATE DELIVERY.

|  |          |
|--|----------|
| Keeney 4-Way 5c-5c-5c-5c P.O.            | \$495.00 |
| Keeney 4-Way 5c-5c-5c-25c P.O.           | 595.00   |
| Keeney Super Bell 25c (Comb.) F.P., P.O. | 395.00   |
| Keeney 4-Way 5c-5c-25c-25c P.O.          | 650.00   |

|  |          |
|--|----------|
| Keeney Super Bell 5c (Comb.) F.P., P.O.  | \$325.00 |
| Keeney Super Bell 25c (Comb.) F.P., P.O. | 395.00   |
| Keeney Super Twin 5c-5c P.O.             | 395.00   |
| Keeney Super Twin 25c-25c P.O.           | 495.00   |

|  |          |
|--|----------|
| Keeney Super Twin 5c-25c P.O.                | \$450.00 |
| Keeney Super Twin 5c-25c (Comb.) F.P., P.O.  | 595.00   |
| Keeney Super Twin 5c-5c (Comb.) F.P., P.O.   | 550.00   |
| Keeney Super Twin 25c-25c (Comb.) F.P., P.O. | 650.00   |

## RECONDITIONED CONSOLES

|                                   |          |
|-----------------------------------|----------|
| Mills Three Bells, 5-10-25c       | \$725.00 |
| Mills Late Head 4 Bells 5-5-5-5c  | 595.00   |
| Evans Bangtails Late, D.D.J.P.    | 295.00   |
| Evans Dominoes, Late, D.D.J.P.    | 295.00   |
| Evans Lucky Lucre, 3-5c, 2-25c    | 350.00   |
| Evans Lucky Lucre, 5-5c, Two Tone | 250.00   |
| Evans Lucky Lucre, 5-5c, Walnut   | 195.00   |
| Evans Rolletto Jr., Walnut        | 195.00   |
| Evans Lucky Stars, Late           | 159.50   |
| Evans Dominoes, Walnut            | 195.00   |
| New Mills 4-Bell Cabinets         | 39.50    |
| Jumbo Parades (Comb. F.P.P.O.)    | 213.75   |
| Jumbo Parades, Late Head, F.P.    | 129.50   |

|                                   |          |
|-----------------------------------|----------|
| Mills Original 4-Bells 5-5-5-5c   | \$345.00 |
| Mills Late Head 4-Bells 5-5-5-25c | 695.00   |
| Jennings Silver Moon, F.P., P.O.  | 199.50   |
| Baker Pacers, Daily Double, 5c    | 299.50   |
| Baker Pacers, Daily Double, 25c   | 395.00   |
| Jumbo Parade, L.H., P.O. 25c      | 225.00   |
| Pace Saratoga, Comb. F.P., P.O.   | 139.50   |
| Jennings Fast Time, F.P.          | 89.50    |
| Bally Club Bells, F.P., P.O.      | 239.50   |
| Baker Pacers, 5c (Chk. Mod.)      | 299.00   |
| Jumbo Parades, Late Head, P.O.    | 149.50   |

|                                  |          |
|----------------------------------|----------|
| Mills Original 4-Bells 5-5-5-25c | \$595.00 |
| Pace Twin Reels 5-25c            | 395.00   |
| Bally Roll 'Em, Late, P.O.       | 149.50   |
| Bally Sun Rays, Late, F.P.       | 149.50   |
| Bally Big Top, Late, F.P.        | 110.00   |
| Pace Saratogas, Late Models      | 99.50    |
| Pace Reels, Late Models          | 124.50   |
| Paces Reels, 10c P.O.            | 169.50   |
| Bally Hi Hands, Late             | 195.00   |
| Jennings Silver Moon, F.P.       | 119.50   |
| Pace Reels, 25c, P.O.            | 225.00   |
| Jennings Silver Moon, Late P.O.  | 124.50   |
| Jennings Liberty Bells           | 69.50    |

## GUARANTEED ORIGINAL FACTORY REBUILT SLOT MACHINES

NEW DRILL PROOF CABINETS, KNEE ACTION, SINGLE JACK-POT, ETC.

|                       |  |
|-----------------------|--|
| Gold Chrome, 5c       |  |
| Gold Chrome, 10c      |  |
| Gold Chrome, 25c      |  |
| Gold Chrome, 50c      |  |
| Regular Chrome 5c     |  |
| Glitter Gold Q.T.     |  |
| Mills Q.T. Blue       |  |
| Groetchen Chrome Bell |  |

WRITE  
FOR  
NEW  
LOW  
PRICES

|                   |  |
|-------------------|--|
| Brown Front, 5c   |  |
| Brown Front, 10c  |  |
| Brown Front, 25c  |  |
| Jenn 4-Star, 5c   |  |
| Jenn 4-Star, 10c  |  |
| Pace Deluxe, 1.00 |  |
| Vest Pocket B.G.  |  |
| Pace All-Star 10c |  |

WRITE  
FOR  
NEW  
LOW  
PRICES

|                     |  |
|---------------------|--|
| Blue Front, 5c      |  |
| Blue Front, 10c     |  |
| Blue Front, 25c     |  |
| Pace De Luxe, 50c   |  |
| Pace All Star, 50c  |  |
| Pace De Luxe, 10c   |  |
| Pace All-Star, 1.00 |  |
| Pace All-Star 25c   |  |

WRITE  
FOR  
NEW  
LOW  
PRICES

|                       |  |
|-----------------------|--|
| Bonus Bells, 5c       |  |
| Bonus Bells, 10c      |  |
| Bonus Bells, 25c      |  |
| Pace De Luxe, 25c     |  |
| Pace All Star, 5c     |  |
| Pace De Luxe, 5c      |  |
| Weighted Metal Stands |  |
| Jennings 4-Star 25c   |  |

WRITE  
FOR  
NEW  
LOW  
PRICES

## STANDARD BRANDS

DEPENDABLE SUPPLIES, PARTS AND ACCESSORIES

### PHONOGRAPH PARTS

|                                  |         |
|----------------------------------|---------|
| Wurlitzer and Seeburg Main Gears | \$ 2.95 |
| Crystal Pick-up, All Models      | 3.00    |
| Micro Switch, Red or Green       | 1.25    |
| Selector Solenoid Coils          | .75     |
| Star Wheel and Pin               | 1.00    |
| Amplifiers, Fits All Models      | 49.50   |
| Title Strips (Bristol) 1,000     | 6.95    |
| Wurlitzer Record Trays           | .65     |
| Seeburg or Rock-Ola Trays        | .45     |
| Fustats and Fusetrons, All Sizes | .15     |
| Glass Cartridge Fuses (100)      | 3.25    |
| Phonograph Casters, Set of 4     | 1.45    |

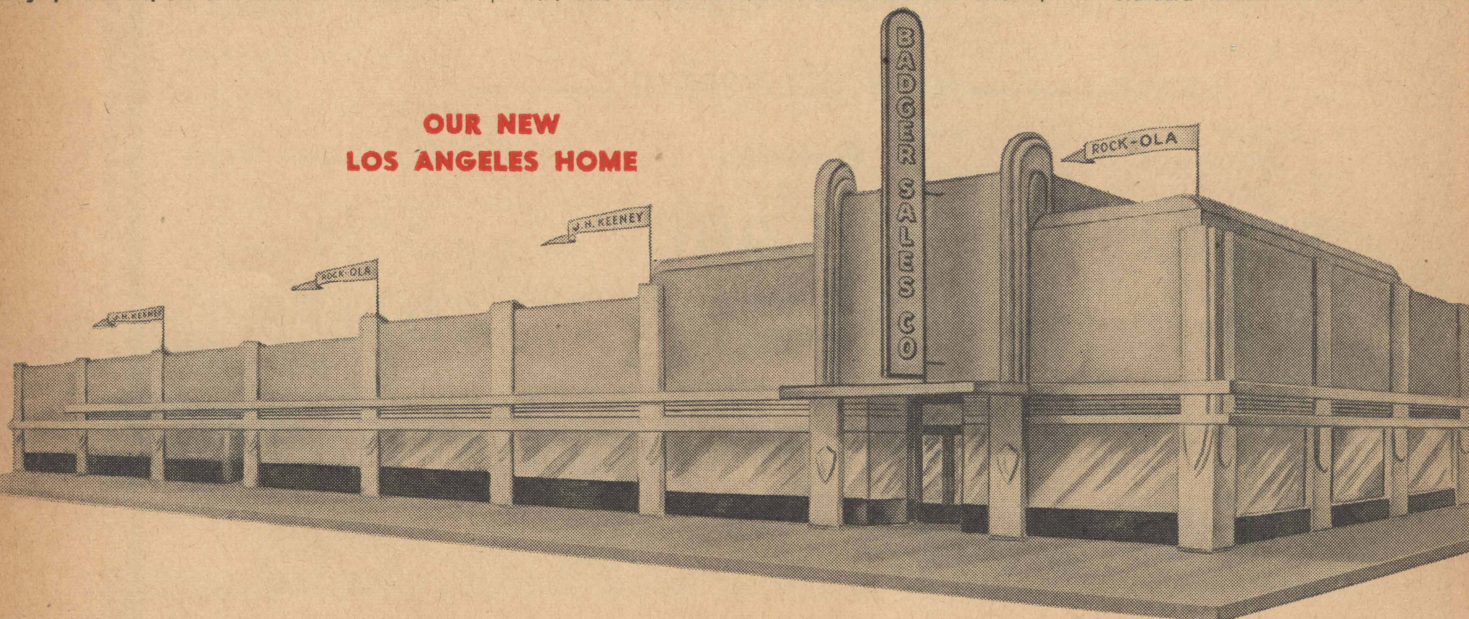
### SLOTS AND CONSOLES PARTS

|                                   |            |
|-----------------------------------|------------|
| Slot Machine Spring Kit           | \$ 8.95    |
| Slot Machine Bolt, Nut, Rivet Kit | 4.95       |
| Mills Cash Boxes                  | 1.25       |
| Mills Lock and Keys               | 2.50       |
| Main Clock Gears                  | 2.95       |
| Idle Pinion Gears                 | 2.45       |
| Mills Scavenger 505A              | 2.45       |
| Bell Time Clocks                  | 1.95       |
| Mills Slot Springs                | .25 and up |
| Contact Service Kit               | 7.50       |
| A.B.T. Coin Chutes                | 3.75       |
| V.P. Coin Chute                   | 3.50       |

### MISCELLANEOUS PARTS

|                                    |         |
|------------------------------------|---------|
| Speed Soldering Gun                | \$12.95 |
| Amplifier Repair Cradle            | 5.95    |
| Coil Winding Machine               | 7.95    |
| Wire Stripper and Cutter           | 5.95    |
| Walsco Staple Driver               | 3.70    |
| Spitfire Welder                    | 19.95   |
| Operator's Utility Truck           | 19.95   |
| Aluminum Nickel Coin Counter       | 1.25    |
| Record Carrying Case               | 5.95    |
| Bell Lock and Keys                 | .75     |
| Duo Locks, All Models, Long Barrel | .85     |
| Standard                           | .75     |

OUR NEW  
LOS ANGELES HOME



## BADGER SALES CO.

EXCLUSIVE DISTRIBUTORS  
FOR

J. H. KEENEY & COMPANY  
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## BADGER NOVELTY CO.

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The  
PHONOGRAPH  
OF TOMORROW



# THE COIN MACHINE REVIEW

JANUARY, 1946

★ The 150th  
CONSECUTIVE  
MONTHLY ISSUE

OFFICE OF PUBLICATION: 1115 Venice Blvd., Los Angeles 15, Calif. Fitzroy 8269. CHICAGO OFFICE (1): C. J. Anderson, 35 East Wacker Drive, CENTral 1112; NEW YORK OFFICE (17): Ralph R. Mulligan, 441 Lexington Avenue, Murray Hill 2-5589. SUBSCRIPTION RATES: \$2.00 for 3 years—minimum term accepted; 50c per copy.

## A.O.A. Expanding

NEW YORK—The Arcade Owners' Association of America, at its last meeting on November 29th, announced the appointment of Mr. Barnett R. Berkens as its Executive Secretary. Berkens gave the meeting some general information regarding the formulation of future plans that will be of great benefit to all Arcade Owners in the United States. He pointed out that a comprehensive and careful study will be made of the tax laws in each state, city and community so that when tax hearings are to be held, the Association will be in a position to present all the facts before any legislative body. The Association will very shortly publish its own bulletin for circulation among Arcade Owners. Complete details will be given concerning Federal and State taxes, the advantages that Arcade Owners can realize from reduced costs on fire and casualty insurance and articles of vital interest.

The Arcade Owners Association of America is now accepting applications for membership from Arcade Owners in the United States and also welcomes inquiries concerning any phase of Arcade activity at its offices, 1776 Broadway, New York 19, New York.

## Ash Appointed Head

DETROIT—Rex Jacobs, of F. L. Jacobs Co., has appointed Edward A. Ash as director of the firm's major appliance division which includes Coca-Cola bottle vending machines.

## On the Cover—

Credit for this month's striking model falls on Orville Logan Snider, nationally famous cover photographer whose work appears on some of the country's leading class publications. This study was taken especially for THE REVIEW'S January cover. Like it?

Call  
**DR. 3209**  
For Automatic Equipment,  
Parts and Supplies  
**PAUL A. LAYMON**  
DISTRIBUTOR  
1503 West Pico Los Angeles 15

## 50-Record Swedish Phono Playing 100 Tunes Offered Manufacturers

LOS ANGELES—What is claimed to be a "revolutionary new automatic phonograph which virtually provides a complete music library on tap" is now about to be introduced in the United States, according to Harry H. Berkson, United States representative of the engineers and developers.

Phonograph is the result of four years experimentation by a group of Swedish engineers who have evolved an entirely new principal in the handling of records. Originally planned as a home instrument, the phonograph was about ready for introduction at the outbreak of the war. During the war years the Swedish interests have been in communication with principles in this country and the feasibility of a coin-operated instrument developed.

Among the special features listed by Berkson are: 1. Record-stack holds 50 records; 2. Machine will play either side of any record; 3. Records may be assorted 10 or 12 inch; 4. Any record, either side, can be selected at the touch of a button; 5. Machine gives approximately 7 hours of continuous music; 6. A total selectivity of 100 recordings; and, 7. Any number of records can be pre-selected, and will play without further attention.

Records are held in an upright position and are played in the same position. Records do not turn over. Two turntables, revolving in opposite directions, are provided for playing both sides of a disc, and two tone arms are employed. Records are held rigid and the over-all picture is one of a mechanism playing records while resting on its side. No distortion is evidenced, according to the engineers, and the amplification and tonal quality equals the best of today. Operation is extremely simple, it is stated, and Berkson believes that such a phonograph will prove most profitable because of the wide musical menu it provides.

Berkson is negotiating for the manufacture of the instrument in the United States and expects to appoint one manufacturer to handle the home model and one manufacturer to handle the coin-controlled unit. Complete blueprints, sketches and specifications are in his possession, along with patent petitions and other documents.

Questioned as to the possible selling price of the machine, Berkson said he believed the home model, with a radio added, could be manufactured to sell through the customary distributor-dealer channels for around \$1,000 and the coin-

operated job could be manufactured and sold through the prevalent practices in this field, for around \$850.00.

There is no doubt but what many new coin-operated devices in various fields will crop up from European inventors who have been active during the war years. At least, here is the first to come from overseas.

## Chi. Tax Sticks

CHICAGO—City has decided to keep the phono tax at its present fee of \$50 but regulatory measures will be dropped in accordance with a recent decision by the Illinois Supreme Court which held for the second time within a year that the tax ordinance was not acceptable under the laws of the state.

\* \* \*

No one ever listens attentively to reason unless there is a lot of flattery mixed with it.

**WANTED TO BUY**  
ALL TYPES OF  
**SLOT MACHINES**

REGARDLESS OF AGE OR  
CONDITION

PARTS ALSO NEEDED. BRING  
OR SHIP THEM IN.

**G. B. SAM**

541 E. 32nd Street, Los Angeles 11, Cal.  
ADams 7688

**THE REVIEW HAS NEVER MISSED AN ISSUE IN THE PAST TWELVE YEARS!!  
NO OTHER COIN MACHINE MONTHLY CAN MAKE THAT STATEMENT!!**

COIN  
MACHINE  
REVIEW

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FOR  
JANUARY  
1946

## Collins Heads Canteen

NEW YORK—John T. Collins, president of the N. Y. Automatic Canteen Corp., was reelected president of the Canteen Distributors, Inc., at the second annual meeting at the Statler Hotel, Cleveland. Representatives from 37 cities in which Canteen operates were present.

Officers elected included: W. J. Betz, Indianapolis, vice president; J. C. Lafever, Cleveland, treasurer, and T. E. England, Newark, Ohio, secretary.

## Evans' Machines Coming

LOS ANGELES—"We'll have the first new Evans machines along about Christmas," was the early December prediction of Leonard Micon, of Pacific Coast Distributors, Evans factory distributors for Southern California and Arizona. "The first machines will be combinations and they will be rapidly followed by other new numbers in the extensive Evans line. We cordially invite operators to make it a point to see these first arrivals. We'll have them uncrated and ready for inspection by the time you read this."

## Bally Appoints Rosenfeld

ST. LOUIS—Jack Rosenfeld, prominent coin machine personality, has been appointed exclusive distributor for the St. Louis territory. Company will be known as the J. Rosenfeld Co., and has taken over a location at 3218 Olive St., where 22,000 square feet will be devoted to Bally products and service. A parking lot has been provided for in the rear of the building for the convenience of operators.

For the past three years Rosenfeld has been in the Navy and was honorably discharged from the service the early part of the year.

## Laymon Has New Ones

LOS ANGELES—"It's been practically a mad house for the last few days since the new machines arrived," declared Paul A. Laymon in summing up the activity in his jobbing establishment since the first Bally and Gottlieb games were placed on display.

First to arrive was the Bally "Undersea Raider," an upright gun that gives the player the thrills of firing at real enemy targets from an undersea sub. Realistic periscope carries out the illusion and the play is fast, furious and exciting.

Closely following on the display floor was D. Gottlieb's first new post-war game, "Stage Door Canteen," a five-ball novelty game. "We've had some wonderful comments on the game and booked some fine orders," said Paul, "and we can recommend this new Gottlieb machine to all our friends."

Another new Bally Game has made its appearance. It's the "Victory Derby"—a one-ball multiple play table with lots of action, flash and color.

The new machine parade has definitely started and Laymon is right in the front row displaying the new ones as fast as they arrive on the Coast.

## Detroit Film Censor

DETROIT — Arrangements have been made here for the censoring of 16 MM film subjects.

Max Blumenthal, operator of the Film Exchange Studio, has operated his studio for the screening of all theatrical and special purpose 35 mm films for the Detroit Police Censor for a number of years. Blumenthal has added a new 16 mm projector so censoring can be extended to this field.

## Candy Merger Ahead

ST. LOUIS, Mo.—A step toward merger of the Clinton Co., Clinton, Ia., the country's third largest manufacturer of corn products, with its parent organization, the National Candy Co., St. Louis, will be voted upon at a meeting of candy company stockholders December 27th in Flemington, N. J. Clinton Co. stockholders already approved charter changes requisite to the merger.

## Cigs Better Than Cash

TOKIO—Japanese people, as the peoples of Europe before them, are using American cigarettes for cash. A party of American sailors persuaded a Japanese woman to part with her kimono right on the spot, for two cartons of cigarettes. She walked off in her red cotton Long-Johns, entered a store and did some brisk shopping with the packages.

About the best deal an American has made to date, was consummated by an army officer who swapped two cartons of cigarettes and two packages of gum for six beautifully matched pearls.

## Gutshall in S.F.

LOS ANGELES—Jack Gutshall, head of the Jack Gutshall Distributing Co., has just returned from San Francisco where he made arrangements for the opening of the Rhythm Music Co., a record distributing branch to be under the management of Dave Rosenbaum. Spot is located on 6th Street and will be functioning the first of the year with all of the labels handled locally by the Gutshall organization. Two salesmen will work out of the S. F. office and an additional salesman will be added here to call upon the trade.

Southern Music, Memphis, has been appointed distributors for Gutshall labels in Tennessee, Louisiana, Mississippi and Arkansas.

In preparation for a big 1946 the local offices have been redecorated and the exterior of the building painted and newly lettered. Additional floor space has been added and a new addition in the rear is in prospect as soon as building permits.

COIN  
MACHINE  
REVIEW

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FOR  
JANUARY  
1946

# Look AT THE FIGURES

*You save money when you buy your films outright for*

## PANORAM OR SOLOVUE

13 NEW WHEELS WITH

# 100 BEAUTIFUL GIRLS!

*Now ready at*

## \$36 PER WHEEL

OF SIX 2 MINUTE SUBJECTS NOTCHED AND READY

## All Good Music

All films approved by Los Angeles Censor Board

PRODUCED AND DISTRIBUTED BY

## QUALITY PICTURES CO.

5634 SANTA MONICA BOULEVARD  
HOLLYWOOD 38, CALIFORNIA

Additional Information Gladly

REVIEW  
ADVERTISING  
PAYS

# W.R. BURTT

## THE COIN TUBE MAN

Radio Tubes for all makes of Coin Operated Machines

**Critical Types Offered Consumer Market at OPA Retail List Prices.**

**Write for Twice Monthly Inventory Release Sheet.**

## W. R. BURTT

442 N. SENECA

WICHITA 12, KANSAS

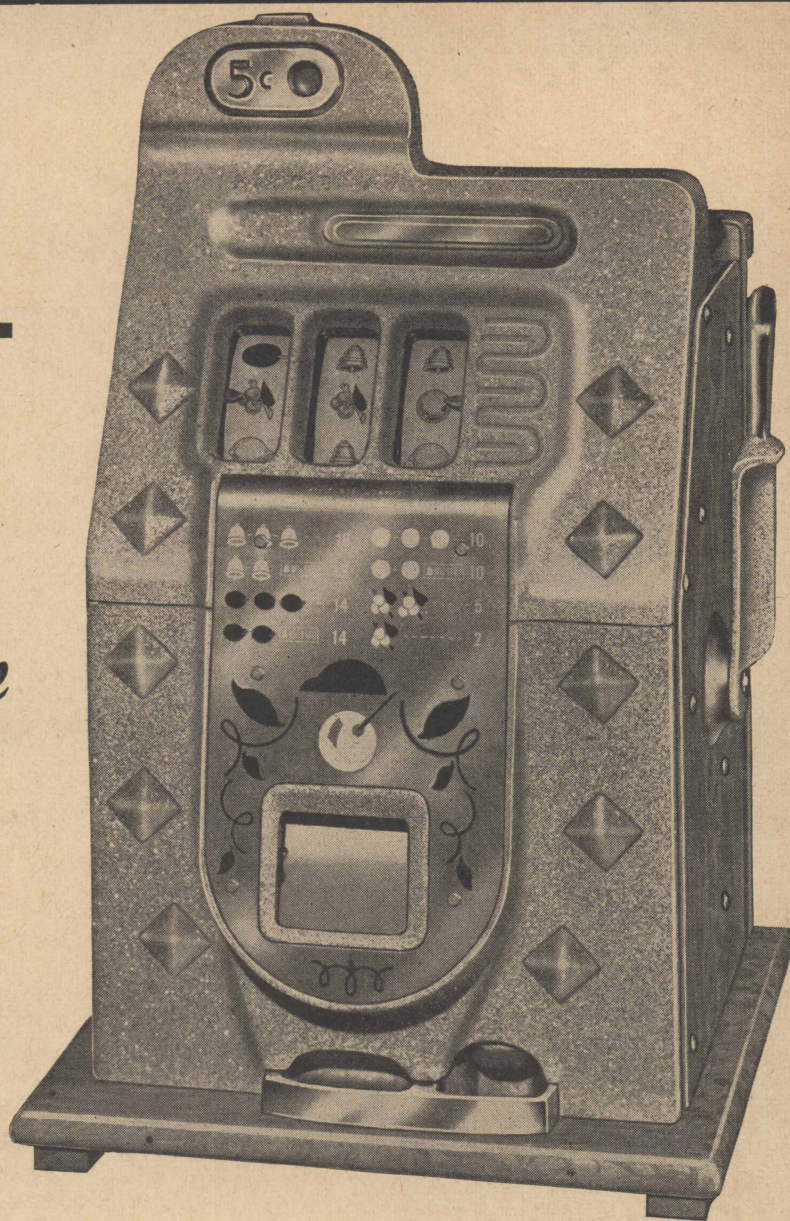
The whole country's  
talking about and—

**BUYING—**

the brand new

*American  
Silver Chrome  
Cabinets!*

**Gold or Copper also  
available!**



**Fits all Mills Escalator Type Machines!!**

All of these NEW features included

- Light, Durable Wood Cabinet
- Drill Proof Lining
- Chrome Castings (Gold, Silver or Copper)
- Metal Reward Plate      ● Denominator
- Club Handle              ● Knee Action
- Unbreakable Jackpot Glass

Here is the rare opportunity you've been looking for to get TOP MONEY from your present machines. "Dress them up" in unsurpassed beauty . . . silver chrome. This is not polished aluminum with lacquer that stands up for only 3 or 4 weeks, but PRE-WAR SILVER CHROME. Designed to fit all Mills Escalator type Machines.

**Only \$39<sup>50</sup>**

completely assembled, drilled and tapped. Packed individually. Specify 5c, 10c or 25c play; 2/5 or 3/5 pay.

ORDER YOUR CABINETS AT ONCE. "Put on a Good Front—If Pays"

*American Amusement Co.*

4047 W. FULLERTON AVE., CHICAGO 39, ILLINOIS • CAPITAL 5300

**"IF YOU MISS US - YOU MISS MAKING MONEY"**

COIN  
MACHINE  
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**13**

FOR  
JANUARY  
1946

# Coin Machine Acceptance Corporation

A SPECIALIZED CREDIT AND  
FINANCING AGENCY FOR MAN-  
UFACTURERS AND DISTRIBUTORS  
OF COIN-OPERATED MACHINES



"BORN AND BROUGHT UP IN  
THE COIN MACHINE BUSINESS"

134 NORTH LASALLE STREET • CHICAGO 2 • ILLINOIS

COIN  
MACHINE  
REVIEW

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FOR  
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## CMAC Elects Dick

CHICAGO—Robert M. Waggener, President of Coin Machine Acceptance Corp., has just announced the election of George M. Dick to the position of Executive Vice President of CMAC. Dick will henceforth make his headquarters at the main office in Chicago and will eventually take up residence here.

Dick will remain a Vice President of the parent organization of CMAC, American Business Credit Corp., New York, N. Y. Dick has been associated with CMAC for several years in the capacity of Vice President and Director. Waggener advises that CMAC will be considerably strengthened by this move, because Dick brings with him a wealth of experience in the finance industry, having been in this field for the past 23 years.

In view of the tremendous forward steps the Coin Machine Industry can now take because of the war's end, and the expansion program which CMAC has in mind, Dick's appointment is opportune and will be of great value in handling the antici-

pated increase in volume for which CMAC has planned.

## Columnist Jests Show

CHICAGO—The November 20th issue of the *Chicago News* humorously treated a showing of new equipment held by O. D. Jennings & Co. at the Sherman hotel.

Said columnist Arthur Sommerfeld, in part: "The Bullfight Room is a cozy out-of-the-way spot for men to gather . . . but what are those gleaming streamlined machines on a side table? Can they be? No—they couldn't. But they are! Ask those salesmen."

"Yup, boys, there they are. The 1946 models of O. D. Jennings. And hurry, fellows, the firm has a backlog of 7,000 orders and goes into production the first of the year."

"Now that one on the right, the Bronze Chief, will be around \$200. The Club Chief, that smaller beauty on the left, will be a little less. But they are not for sale in Illinois. No, just for clubs in other states to make expenses with. Sort of charitable like. The man who said that

was a salesman for the company. Well, you gotta meet that clubhouse budget!"

## Mrs. Steffens Passes

CHICAGO—Funeral services were held here December 4th for Mrs. Eugene C. Steffens, wife of the vice president and general sales manager of Permo, Inc. Mrs. Steffens had been in poor health for some time.

Surviving, besides the husband, is a daughter, Jean.

## Zuckerman Joins Kleiman

CHICAGO—Fredric R. Kleiman, Advertising, has appointed Norton H. Zuckerman as Production Manager. Zuckerman, just out of the Navy, was former advertising manager for Continental Products, and others.

The Kleiman agency handles advertising for Soundies.

\* \* \*

"Don't you know what my raised hand means?"

The traffic cop beseeched her; "You bet I do," the maid replied, "You see, sir, I'm a teacher!"

CHICAGO COIN'S  
"GOALEE"  
NOW READY!  
TWO CAN PLAY OR  
ONE CAN PLAY  
LOTS OF ACTION—LIGHTS  
It's Red Hot  
— SEE —

PAUL A. LAYMON  
DISTRIBUTOR  
1503 West Pico Los Angeles 15

Information

FREE!

Write MILLS NOVELTY COMPANY 4100 Fullerton Avenue  
Chicago, Illinois, for latest Coin Machine Information

# IT'S ON THE WAY!

*and Better than ever*

## Univendor

Remember . . . UNIVENDOR offers these outstanding advantages:

*Assorted Merchandise Feature . . .* UNIVENDOR dispenses candy, gum, cigarettes, mints, cough drops and a wide variety of other merchandise ranging in price from 5c to 20c. A simple adjustment sets the columns for the items most popular at a particular location.

*Trouble-Free Performance and Long Life . . .* During the difficult war years, UNIVENDOR machines consistently proved the superior quality of their construction. Operators everywhere discovered that their UNIVENDORS were tops for smooth performance and dependability.

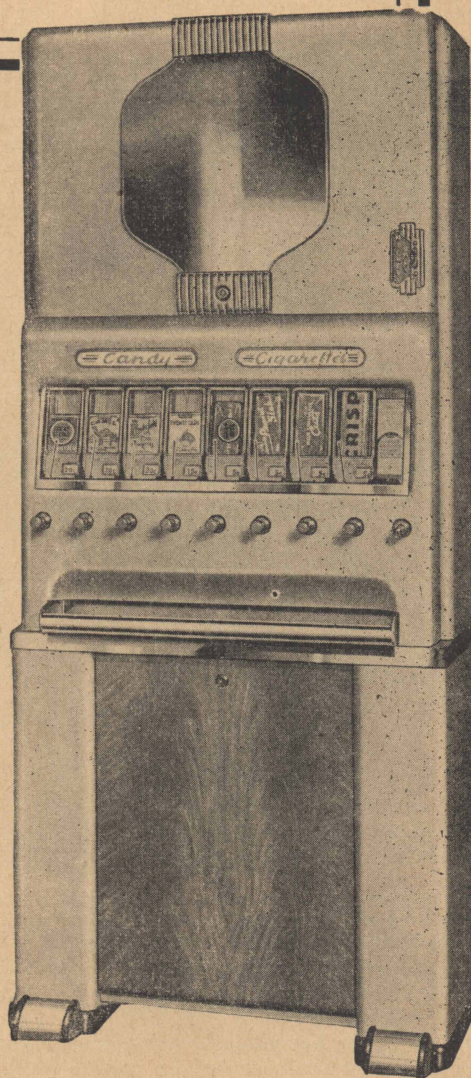
*Beauty of Design . . .* The handsome modern lines and attractive finish of UNIVENDOR machines blend with any surroundings. In appearance, as in performance, UNIVENDOR is unequalled.

So Wait for UNIVENDOR—  
and Have the Finest.

# STONER

*Aurora, Illinois*

MFG. CORP.



COIN  
MACHINE  
REVIEW

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FOR  
JANUARY  
1946

# Four Fabulous Swedes—Revert to Coin Machine Manufacture

(EDITOR'S NOTE: This story, one of many to be told in the months ahead about the work our various manufacturers were engaged in during the war months, concerns the four Pierson Brothers in Kansas City and their Vendo Co. The story of how the nickel-in-a-slot did a tremendous job for the war in Kansas City, looks like one of the more fantastic proofs of American inventive genius. Below, in part, we reproduce an article recently appearing in the *St. Louis Globe Democrat* which gives an interesting account of the Four Fabulous Swedes.)

The story revolves around four fabulous Swedes, brothers, who owned a factory which turned out vending machines for soft drinks when the war started. They wound up with so many military contracts, 167 of them in one year, that they had to cut to just thinking out projects, turning them over to other factories to do the work.

The Swedes are the Piersons—Elmer F., John T., Fred N. and Carl G.—big, happy, blue-eyed men, who have prompted one employee to say the company (it spilled over into five buildings through the war) should be called "four Swedes in a Sweat." Their inventiveness is carrying on into the peace.

They started in '37 by manufacturing those vending machines into which you drop a nickel and get a cold soft drink. Their machines go all over the world. But the machine posed a problem because some people put slugs into them.

So, as the war started, the Pierson researchers had just found a "slug rejector"

which caught the phony nickel through the sound it made. The researcher who worked out the device was a young man with no formal research education, but a tireless interest in the science of sound (supersonics). Now he's writing on supersound for erudite journals and devising more gadgets for the Piersons.

The war broke and Elmer Pierson took a plane to Washington to ask what he could do. He learned that the High Command was worried because their current testing method for 20mm. shells was letting through a lot of cracked ones and imperfect shells were killing gun crews.

The shells were being inspected by people who could merely look at them closely. The method took a long time—another drawback.

Pierson said, "I think we can lick that problem with supersound." In 10 minutes he was surrounded by gold braid who begged him to hurry. He flew back to Kansas City, began hiring, and his researchers went to work. Soon they had a device which included an anvil onto which the shells were dropped.

If there were no faults, the shells gave off two tones—tones in the higher frequencies which cannot be heard by the human ear—and the device lit two lights. If the shell was cracked the lights failed to glow. The device was shipped to ordnance

plants. In one run of 300,000 20mm. shells, it picked out 26 faulty ones.

The Piersons' plant—it's called the Vendo Co.—got up to 1,600 employees at the peak, a comparatively small pay roll for what was turned out.

They made a large portion of the radio and radar antennae used by planes. One device, which went onto one-man life rafts, looks like a double butterfly, two feet across. It catches all radar impulses in its neighborhood and bounces them back to the sender, whether ship or plane. That starts a hunt, and as a result hundreds of men stranded on the sea were saved.

When the war ended the Piersons had gone much farther. They were turning out a gadget to be strapped to planes and lifeboats, which sent radar waves instead of just waiting for them.

When peace came, the Piersons were ready. On Aug. 12 they already had an assembly line in one plant to turn out metal kitchen stools. The stools were intended primarily to keep people on the pay roll while they reconverted the rest of their plants. Buyers wanted 600,000 of their stools, but they're stopping at 115,000, because they're interested chiefly in long-time steady production.

Now they're back to making vending machines. But this time they'll be bigger and better. One model which should be out within 12 months happened because Elmer Pierson visited the New York World's Fair and was shocked at the waste he saw—empty soft-drink bottles lying all over the grounds. He decided he'd make a vending machine which kept the bottles.

It is now being tested. When you put a nickel or dime into it, you will see, through a glass door, a bottle move into position, a claw will uncap it and then it will pour the drink into a paper cup. A little glass door will slide open and you can reach in for your paper cup. The bottles won't be wasted.

The Piersons haven't advertised the machine yet, but they already have a letter from Egypt, of all places, asking for 100 of them.

(See **FOUR SWEDES**, Page 20)

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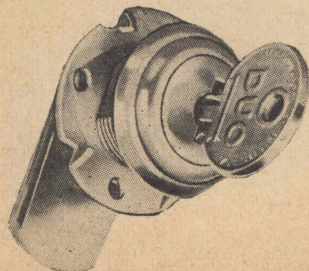


**IT'S BETTER  
TO SPECIFY  
ILLINOIS LOCKS!**

You could bury your coin boxes for safety... but it would be hard to stay in business that way. You can team-up *safety and business* by specifying **DUO LOCKS**... look at all the safety features you get!

- Key can't be duplicated on standard key machines
- Triple-combination action of 14 tumblers makes picking virtually impossible
- Floating key guides assure perfect alignment and easy operation
- *and, in addition*, you can get the exclusive **DUO REGISTERED KEY PLAN** which gives you the only key in your territory that will work all locks which have your registered key combination. You need only one key for all your machines... yet you get maximum protection.

Write for complete information.



**ILLINOIS LOCK COMPANY**  
804 South Ada Street Chicago 7, Illinois

## CONSOLES

|                                   |          |
|-----------------------------------|----------|
| 5c Keeney Super Bell (comb.)      | \$300.00 |
| 5c Jennings Derby Day             | 25.00    |
| 5c Jennings Multiple Racer        | 50.00    |
| 5c Keeney Track Time '37          | 35.00    |
| 5c Paces Reels '40                | 100.00   |
| 5c Bally Royal Draw               | 65.00    |
| 5c Mills Jumbo Parade, C.P.       | 75.00    |
| 5c Exhibit Chuck-A-Lette          | 50.00    |
| 5c Paces Races, Brown (as is)     | 90.00    |
| 5c Paces Races, Red Arrow (as is) | 90.00    |

## SLOTS

|                                 |          |
|---------------------------------|----------|
| 1c Caille, 3/5, Red             | \$ 39.50 |
| 5c Caille, 3/5, Red             | 49.50    |
| 10c Caille, 3/5, Red            | 59.50    |
| 10c Jennings Golf Ball          | 75.00    |
| 25c Jennings Golf Ball          | 75.00    |
| 5c Watling Rol-A-Top, 2/4, G.A. | 75.00    |
| 5c Jennings Victory Chief, 3/5  | 200.00   |
| 5c Mills War Eagle, 2/4         | 95.00    |
| 10c Mills Roman Head, 3/5       | 175.00   |
| 25c Mills War Eagle, 2/4        | 145.00   |
| FOLDING STANDS (All Makes)      | 2.50     |

## KING PIN GAMES CO.

826 Mills Street Kalamazoo, Michigan

# They're Here — —

## TWO BRAND NEW ONES — By BALLY

### "VICTORY DERBY"

Here is a game replete with plenty of flash . . . action . . . color . . . suspense - - - the first new model to come off the Bally production lines since the end of the war. Tried—proven—and thoroughly subjected to strenuous use, VICTORY DERBY comes through with flying colors and will make money for operators continuously—A FACT POSITIVELY PROVEN BY EXHAUSTIVE TESTS.

VICTORY DERBY is on our Showroom floors today. We invite your inspection.

### "UNDERSEA RAIDER"

An upright game with timely appeal. Flashy, attractive, and play inviting. Player enjoys all the thrills of actually firing under simulated battle conditions. Brand new and excitingly different. Proven in performance and money-making ability. We are ready to make immediate delivery on this unusual Gun.



Coming: "VICTORY SPECIAL"— 1-Ball Multiple Free Play Game

WRITE—WIRE—PHONE—COME IN—TODAY!

DIRECT LINE DISTRIBUTORS

# PAUL A. LAYMON

DISTRIBUTORS FOR BALLY MFG. CO. IN CALIFORNIA, NEVADA,  
ARIZONA, AND THE HAWAIIAN ISLANDS

1503 W. PICO ST.

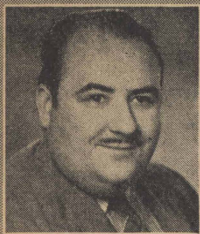
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LOS ANGELES 15, CALIF.

COIN  
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FOR  
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# Trade Talk

by

PAUL W. BLACKFORD

At the CMI meeting in September, Ray Moloney of Bally, jumped up and made the interesting remark that this industry of 200 million dollars needs a high powered publicity staff and secretary and "the Industry should be able to afford an appropriation of between 25 to 50 thousand dollars for this purpose and I am willing to pay my share!"

Here is a subject that has been much discussed, in meetings and in the trade press, but nothing has ever come of it. Hardly a member of the business will deny that the Coin Machine Industry is a mystery to the average individual. It's a racket, a slot machine outfit, a shake down business, and half a hundred other names in the minds of the average citizen. Little do they know of the magnitude of the business, the calibre of the men associated with it, the magnificent contributions to all kinds of worthwhile charities, movements and civic affairs throughout the country, the real service that vending devices offer, and the thousand-fold other benefits this great Industry provides. But these people **SHOULD KNOW**. They should **BE TOLD**. And only a well planned and carefully executed program of public relations will do the trick.

It was not too many years ago when the cigar was associated in newspapers with characters such as Al Capone and his counterparts in novels, movies and radio. Today, the cigar is a respected symbol of culture and good taste, and this shift of public opinion can be traced to the work of the cigar industry in improving the type of association made with cigars in all channels of publicity.

Recently Harry W. McHose, director of the Cigar Institute, reported on the developments of cigar publicity through the use of news photo contests, movies, radio, magazines, and general news stories. He explained in detail the type of assistance which the Cigar Institute has given to press photographers in setting up a national association. He pointed out that this type of service to news photographers' associations has contributed to the success of the Cigar Institute's success with the Nation's press. The flood of newspaper pictures of G. I. Joe smoking cigars can be traced to the popularity of the news photo contests

among press photographers. McHose also pointed out that the increasing use of cigar scenes on the covers of magazines can be traced to the cigar consciousness of artists as a result of the work of news photographers.

McHose said that motion picture executives are eager to receive any information which would show the correct use of a cigar, and to receive suggestions where cigar scenes can enhance the value of a motion picture. He emphasized the fact that motion pictures with good cigar scenes are a definite asset to the industry and are priceless.

What the Cigar Institute has done, and is doing, can be done for the Coin Machine Industry and heaven knows there is more to talk about in our field than the best Corona-Corona. The public is curious about our business. They want to know about it, what makes it tick, how does

it operate, must one join a gang to operate. A well planned public relations campaign, adequately supported by all members of the Industry, could do tremendous good for all of us **NOW . . .** and for the years to come.

\* \* \*

In last month's **REVIEW** Jack Kelner, prominent member of the Industry and in charge of our Editorial Coverage in Chicago, wrote a timely article along the same lines as the above, and suggested the formation of a Coin Table in key cities, fashioned after the successful Tobacco Tables now active across the nation.

There can be no doubt that the formation of such a Table would be beneficial to all members of the Industry. It's a common practice now for small groups to meet for luncheons frequently and chew over matters of business. Why shouldn't the opportunity be extended to all—for the mutual benefit of all? Much good would result from such camaraderie. Congratulations, Jack, on your suggestion, and we're anxiously awaiting the opportunity to publish the report of the first city to found a Coin Table.

## L. D. Kerwin Expires

AUSTIN, Tex.—Lee Daniel Kerwin, 55, Riverside Park Penny Arcade operator, died suddenly at his home here recently. Burial was at Austin Memorial Cemetery.

Surviving are his widow, Mabel, a daughter, Betty Jean, and two sons, Charles and Leonard.

## WE TAKE THE GAMBLE WHEN YOU BUY FROM US!

Any Machine We Sell Is Guaranteed to Satisfy or the Shipment Can Be Returned Within Five Days After Delivery for Full Cash Refund of Purchase Price Less the Transportation charges.

### GET OUR PRICES

MILLS GOLD CHROME BELLS  
MILLS SILVER CHROME BELLS  
MILLS BROWN FRONT BELLS  
MILLS BLUE FRONT BELLS

MILLS CHERRY BELLS  
MILLS BONUS BELLS  
MILLS MELON BELLS  
MILLS CLUB CONSOLES

BAKERS, PACERS

### ALL MODELS — ALL COIN PLAYS

We Specialize in Rebuilding Mills Slots and Paces Races  
SEE US FOR PACES RACES — Service and Supplies

## BAKER NOVELTY CO.

1700 WASHINGTON BLVD., CHICAGO 12, ILL.

## OPERATORS!

Since we insure hundreds of your present and prospective locations as Insurance Supervisors for the Southern California Tavern Association, is it not good business for you to insure with us?

Ask the Operators Who Do So!

# Zeigler Insurance Agency, Inc.

541 S. Spring St., Michigan 0961

Specialists—Coin Machine Industry

Los Angeles 13, Calif.

COIN  
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# THE NEWEST SENSATION!

## A TESTED WINNER!!

F. P. & K.'s

# PREMIER SKEE BARREL ROLL

The only Skee Alley Game that offers real skilled competition because player can increase his score by rolling ball into the revolving barrel instead of just playing the field. Location tests prove the appeal of this well constructed and beautifully designed legal game.



**\$429<sup>50</sup>**

F. O. B.  
LOS ANGELES

### Check These PROFIT-PRODUCING FEATURES:

- 10' 6" long (two sections)
- A tried & tested winner on location
- Revolving Barrel supplies keen score competition
- Beautifully finished with chrome trim
- Fool proof ball release
- Custom Built by cabinet makers
- Intriguing Backboard Light-Up in 7 flashy colors
- Legal everywhere

COME IN — SEE IT — TODAY!

## NICKABOB SALES COMPANY

NICK CARTER

2525 West Pico Boulevard  
Los Angeles 6, California  
FAirfax 1107

602 Fulton Street  
Fresno 2,  
California

COIN  
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## Groetchen Cooker Has Factory Humming

(The following article by Phil Hanna appeared recently in the CHICAGO DAILY NEWS and relates the present activities of one of the pioneer concerns in the Coin Machine Industry.)

This is a story about one Chicago firm that is not only fully reconverted to peacetime manufacturing, but which has now more employees than during the war. But more important it is a firm which is stimulating business for itself and its suppliers and customers.

Mr. Richard Groetchen, a Chicago engineer and inventor, long toyed with the idea of a rotary cooker for meats. He believed meats could be cooked quicker and better, and he built a rotary machine for the purpose.

But before trying it out on the public Mr. Groetchen, three years ago, bought

a restaurant on W. Madison St. Here was the Groetchen proving ground.

He not only learned at his own expense that the machine would work but he learned enough about the restaurant business so that he would be able to sell his machine.

One man operating a Groetchen rotary cooker can turn out 2,500 steak, chop, fish or fowl orders in 12 hours.

The chef can increase the gas flame as the load of meat increases or decreases in the cooker. The gas and air are mixed and blown into the burners at ratios adjusted to the varying heat content of gas in different sections of the country.

A simple speed controller enables the chef to cook meat that is well done, medium, medium rare or rare.

Or he can adjust the fire down to three and one-half minutes cooking time for hamburger or up to 12 minutes for chicken.

Each order is placed in a pre-heated metal casserole which sears meat instantly and retains the fine juices.

The Machine is about the height of an average man and about a yard in diameter. It has two enclosed layers of revolving plates under two banks of specially made ceramic fire tiles upon which the gas flames play.

The cooking is thus done by reflected heat and at 800 degrees Fahrenheit.

The casseroles are put in through windows on one side and come out of a door on the far side in an endless conveyor. There is no carbon monoxide gas in the cooking chamber, no shrinkage of meat and no loss of juice.

The cooking tables are propelled by a one-sixth horsepower motor, the cost of electricity being about the same as for a 60-watt bulb. Gas consumption is 6 cents per burner per hour. The saving of grease, which accumulates in the casseroles and is reclaimed, is an important item.

It is a revolutionary means of saving time, labor, fat, food spoilage and waste. And it is another contribution to the new industries which are drawing the eyes of industrial America toward Chicago.

### FOUR SWEDES

(Continued from Page 16)

Pierson researchers have also dreamed up a coin-changer which has caused a flood of mail from everything including ferry-boat companies to railroads. You put in quarters and dimes and out come nickels. The gadget has been tested for two years at the North American bomber plant here, and it's ready to go into production.

The Piersons are likely to pile up orders higher than the war brought, but they're quite certain of getting the workers they need. They share the profits. First, they have a bonus system by which they pay out quarterly bonuses that amount, annually, to a month's salary for every worker who has been in the plant a year and, after the first year, mount higher.

Further, they have a trust fund in which they put amounts equaling a month's salary for first-year workers, and two months pay per year for all who have been with them longer. The employees can draw that money only after the seventh year and then only a year's deposits at a time.

That's because the four Piersons, although born here, have the Swedish belief that wage-earners should be prepared to pay for their children's education, and these piecemeal payments, out of the trust fund, can help.

There is one more cheering note at Vendo: Every employee gets his birthday off with pay. The Piersons think a man should be able to have fun that day.

\* \* \*

"European women are very much like American women," says one writer. Which means he doesn't understand them either.

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# The Key to a Future of Better PROTECTION

The ONLY  
Key that  
will  
Open the  
Famous

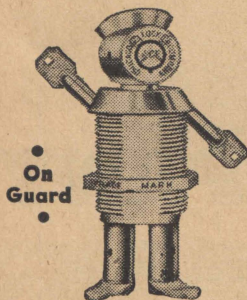


The One and  
Only Ace ROUND  
Key. Patented by  
U. S. PATENT NO.  
1984202

Shown about  
twice actual  
size

←Note Individually  
Notched Muzzle

## Chicago "ACE" Lock



Here you see an enlarged illustration of the famous Chicago Ace ROUND Key. Its different construction—protected by exclusive U.S.A. Patents—assures protection otherwise impossible. Fraudulent duplication practically impossible. Seven different located bittings on key, with each biting made in seven different depths affords over 80,000 key changes. Think of that! All of which again proves that when you install Chicago Ace Locks you get the utmost protection . . . REMEMBER—there's a CHICAGO Lock for EVERY Purpose . . . and all assure—

"Utmost Security"

CHICAGO LOCK CO. 2024 North Racine Avenue  
Dept. 9-B, Chicago 14, Ill.

### U. S. POSTAGE STAMP FOLDERS

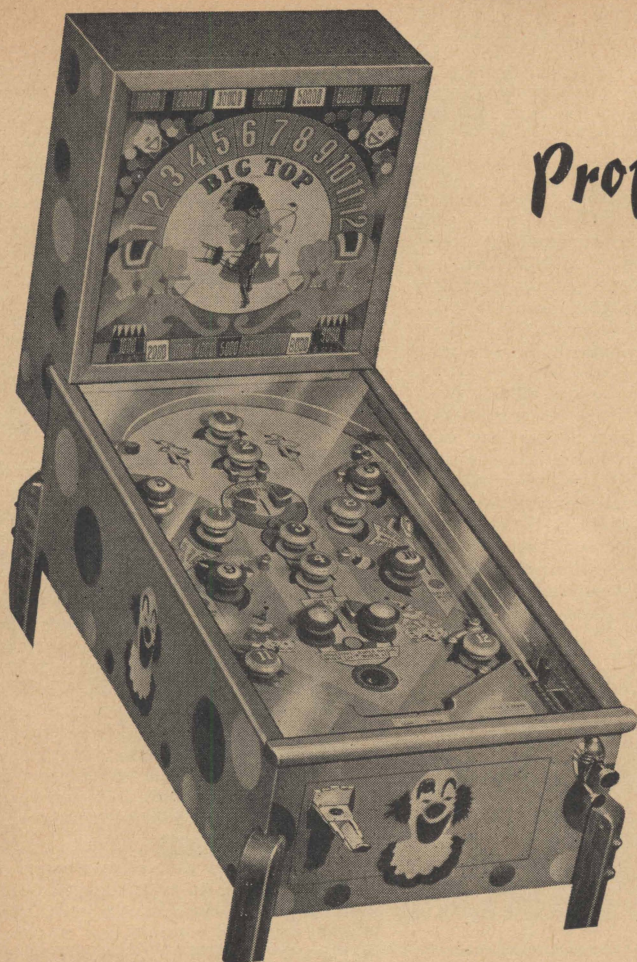
for EVERY type of  
Stamp Vending Machines  
Special Prices for  
SHIPMAN AND SHERMACK  
AND SIMILAR TYPES

|                |               |
|----------------|---------------|
| 65c PER M..... | 5,000 LOT     |
| 55c PER M..... | 10,000 LOT    |
| 50c PER M..... | 25,000 LOT    |
| 48c PER M..... | 100,000 LOT   |
| 45c PER M..... | 1,000,000 LOT |

Immediate Delivery—Any Quantity

NICKSON CO.

655 Avenue of the Americas, NYC



*Profits Go Over the Top!*

with  
**PIONEER'S**

## "BIG TOP"

Converted From

**KEENEY**

**TWIN SIX • CLOVER • SKY RAY**

All rollovers spot numbers; knockout hole at bottom of board.

BIG TOP is thoroughly rebuilt with NEW cables, panels, backboard. Cabinet is completely rebuilt, refinished and rejuvenated. Looks like NEW! Operates like NEW!

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"Pioneer" will Pioneer

COIN  
MACHINE  
REVIEW

**21**

FOR  
JANUARY  
1946

## Early Day Coin Machines Enlivened Barbary Coast

Take it from the old-timers of San Francisco's gayer days, coin-operated devices played an important part in the by-gone but unforgettably era of the famed Barbary Coast!

Reminiscences of some of the lively old dogs who were the young blades of another day reveal many interesting sidelights in which pioneer coin machines had a leading role.

For instance, there is the first coin-operated lung-testing machine ever seen in San Francisco. It was a highly popular apparatus into which, for a nickel, a man might blow. The strength of his lungs was registered in pounds on a dial. This machine, operated by "Professor" Terry Shiner, the self-crowned "world's champion blower," served as an effective out-front ballyhoo for the celebrated Great Eastern Auction Mart.

Best known, of course, was the ancient automatic musical instrument which played alleged tunes whenever nickels, dimes and quarters were fed into the coin chute. In later years these were electrically operated. Income from these machines formed a considerable portion of the revenue for the famous "parlor houses" in which most of them were located. According to early accounts, the "take" of the music devices provided a graft fund for politicians under

whose protection the parlor houses were permitted to continue in operation.

Music was subjected to unofficial "licensing" schemes. In 1911, for instance, the police forbade all music in parlor houses and went so far as to order the removal and destruction of all musical instruments. The interesting sequel to this order was a communication issued the following month to the effect that proprietors again might furnish music for the entertainment of their guests . . . provided that it came from a certain type of automatic harp. No such instruments were known in the city.

The light dawned a short time later, however, when a salesman called to offer automatic harps for sale at \$750 each. On "recommendation" of certain politicians, the instruments were eagerly purchased; it mattered not that the price was four times their market value . . . thanks to the salesman's "exclusive" deal with the police.

The problem of slugging machines was greater than it is today. In fact, the practice of making and selling slugs developed into a commercial enterprise.

The story of how slugging brought an end to one venture that otherwise was a lucrative sideline is interesting. It seems that the management of a large "house" hit upon the idea of installing small wind-ows in the doors of each of the 300 com-

partments. Each window was fitted with a shade controlled by a coin-operated mechanism on the outside. On insertion of a dime, the shade would fly up for a few seconds to permit the visitor to view the proceedings within. The feature became popular, indeed, but in a short time was abandoned as impractical because of the increasing number of slugs that got into the coin chutes. Hawkers stood outside on the street selling slugs at bargain prices.

Although the Barbary Coast is a thing of the past, in its day it was the proving ground for many types of coin machines.

### Mrs. Berenson Passes

MINNEAPOLIS—Funeral services were held here November 18th for Mrs. Sarah Berenson, 76, mother of M. M. Berenson, operator of the Minnesota Machines Co. here. Also surviving is her husband, and four other sons.

### ALMOST FREE— GOOD CONSOLES

4 PACE REELS "Latest Rail Type"  
1 PACE SARATOGA "Older Type"  
1 PACE RACE "5c Black Model"  
1 JENNINGS GOOD LUCK

\$299.00 for the lot of 7 Machines  
All clean and working, haven't been  
in use for years.

Deposit required for shipping

**EXPOSITION GAMES CO.**

989 GOLDEN GATE AVE.  
SAN FRANCISCO 2, CALIF.

# The Feasibility of Hiring Salesmen On Commission

By W. E. SIMMONS

(In the weeks ahead operators, jobbers and distributors will be hiring new men for various sales jobs. Some will seek new locations, others will work on showroom floors, some will travel through a specified territory. In hiring, the problem of remuneration has always been a stumbling block in this business. This article by one who has headed successful sales organizations for years and has been able to ascertain the most desirable method of remuneration, will give you some concrete arguments on a "pay-as-worth" basis in hiring.)

When a man engages in sales work, he should feel that he is facing forward with the type of confidence that is generated by looking facts squarely in the face.

Too often new salesmen are over conscious of the adventure phase of sales work, and therefore fail to meet the daily grind, hardships and disappointments of it in the right spirit.

Selling is the big game hunting department of business, but between the thrills of selling conquests, there's a call to be

PATIENT and courageous in the face of disappointing results, POLITE when your selling overtures meet an insulting reception, AMIABLE in spite of injustices, and STEADY when a little success threatens to become an unsteady influence.

The training a new man received is apt to make him feel that the WAY of selling is more important than the amount of sales work he does. Beware of this viewpoint. We issue no recipe for making sales easily, or for making an easy sales living. You have a valuable sales weapon in the sales manager's endeavor to pass on to you collective sales experience. But like the sword in dueling, it will serve you only in just the measure that you back its service possibilities with aggressive footwork and intelligent head-work.

Put your faith in hard work. Think of sales aids, sales skill, and your selling

personality as ACCESSORIES TO INDUSTRIOUS ENDEAVOR. Feline, the Boston Merchandising wizard, rightly says that the extent of man's success in any line of undertaking is a matter of wanting that success enough. Determination gives a man focus.

What many firms are able to offer you in the way of a proposition that has merit and where other salesmen have made money, can be yours only by your determining to make it serve your ambition purposes, by serving it as though it were yours.

## You Are Your Own Pace Maker

Men come to success by different routes and at varying paces. I have known men who started auspiciously, and who continue so, men who started with a meteoric burst of speed, but who do a comet-like dive to oblivion within a short time, because the very fact of success coming so easy demoralizes them. Many men who start with a struggle that gave little indication of their being successful have come through big and steadily once they have gotten under way.

## The Fairness of the Commission Plan of Payment

So often where a man undertakes to sell on a commission basis, after having previously been employed on a salary basis, both he and his family are apt to feel that he is gambling with his family's livelihood. The strangeness of not having a definite amount weekly to do with, is disconcerting to a man who has become used to being paid a salary and is an intimidating prospect to a wife or mother, who sees grocer's bills as certainties, and sales prospects as something less concrete.

But the fact is that sales workers who apply themselves to getting results almost invariably equal their former wages in commission earnings, within a few weeks after they start. After that it is simply a question of the margin by which the wage income will be gratifyingly eclipsed.

If a man is above the average in personality and in mental endowments, and is committed to unstintingly applying himself to getting ahead, selling, with its com-

**Williams**  
MANUFACTURING  
COMPANY

COIN  
MACHINE  
REVIEW

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FOR  
JANUARY  
1946

**"SUSPENSE"**  
(IN JANUARY)

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CHICAGO 10, ILLINOIS

Needed by Every Operator—  
Mechanic—Service Man—Shop

## "FLUORESCENT INSPECTION AND WORK LIGHT"

A 1000 hour light in a non-breakable plastic tube 11" long, 1 1/2" diameter, 27 ft. extra heavy rubber cord. Express prepaid when full cash accompanies sample order.

EASILY CARRIED IN ANY TOOL KIT  
WRITE FOR DEALER'S QUANTITY  
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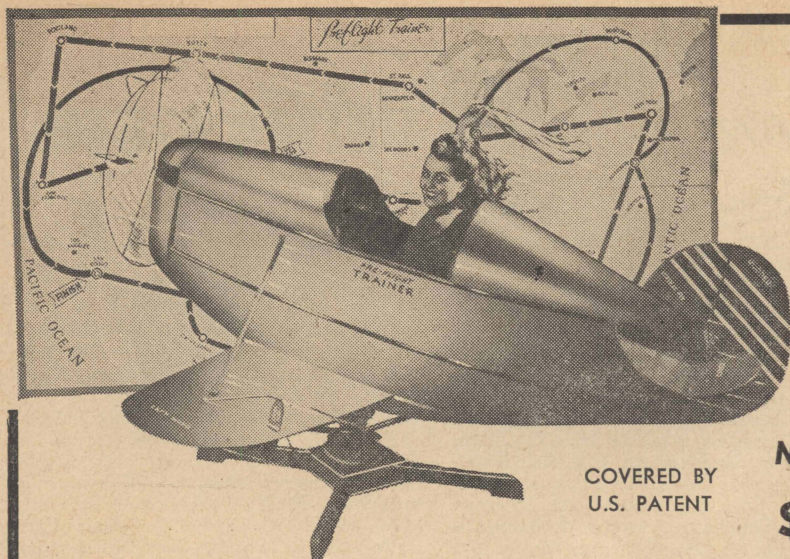
**Only \$8<sup>95</sup> each**

MONEY REFUNDED IF NOT 100%  
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## PRE-FLIGHT TRAINER

NOT A TOY—THE REAL McCOY!

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**\$850<sup>00</sup>** F.O.B. CHICAGO  
(crating extra)

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RAYMOND A. HEXEMER

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CAN NOW BE OBTAINED  
FOR 25c COIN OPERATION  
FOR ONLY \$29.50 EXTRA.

A FEW TERRITORIES  
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For address of nearest  
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SOLD ON ITS OWN MERITS

GETTING TOP MONEY IN  
ARCADES, PARKS and  
"PRE-FLIGHT STORES"

LOOKS, ACTS, CONTROLS  
LIKE A  
REAL PLANE

**PRE-FLIGHT TRAINER CO.,**

231 W. WIS. AVE., MILWAUKEE, WIS.  
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mission system of paying on the basis of results obtained, affords the ideal means of recognition and reward for those qualities, and for such effort.

Sales profession earnings are far above those obtaining in other professions, and in office and factory work. That well known fact, naturally attracts a great many aspirants to try their hand at selling. Yet those same men often will take exception to the commission payment system, contending that it compels them to shoulder all of the risk of their making a success. In fact, I recall one instance where a man who decided to associate himself with a certain corporation informed them that his wife refused to countenance his doing so because she was convinced that they had mesmerized him into working for them for nothing.

Now the very commission arrangement to which timid men and their wives take exception, is the instrument that makes it possible for manufacturers to pay the big money that successful salesmen earn. Paying salaries in sales work would involve paying out so much money to men who failed to make good, because with a salary guaranteed they would not be under the

compulsion of doing so, that a firm could not properly compensate those members of its sales staff who did do so.

Nothing can be more fair and equitable than a system of remuneration that automatically assures each salesman of exactly what he earns, regardless of whether it is considerably in excess of what other salesmen earn.

Any man who has the confidence to think himself above the average, any man who firmly believes that he is man enough to grapple with the world and earn for himself and his family, the type of income that commands good clothes, a house and a car, and everything that goes with being comfortably circumstanced, will welcome the opportunity that the commission system of remuneration opens up to him.

And to the wife, who commonly wants all those things even more than the husband does, my message is this—do your part by husbanding your resources and careful management, for the short period necessary to get on a comfortable income basis. Be liberal in encouragement and faith in your husband's ability to come through successfully, and the reward sure enough will be that you will come into

proud possession of the many things that have not been yours, because your husband's initiative did not have the opportunity that it has under the commission system of compensation.

### Active In Newark

NEWARK, N. J.—Joe Ash and Irving Morris, prominent Philadelphia distributors, have opened a branch office here at 417 Frelinghusen Ave. Spot includes the offices, showrooms, repair shop and warehouse.

With the addition of the new branch Active Amusement Co., the parent Ash-Morris organization in Philly, will distribute equipment throughout the State of New Jersey and Eastern Pennsylvania. New Jersey business will be supervised by Morris and Ash will be in charge of the Philadelphia office handling Pennsylvania distribution.

\* \* \*

If and when the meek inherit the earth they will inherit sufficient debt to keep them that way.

BRAND NEW REVOLVAROUND SINGLE SLOT SAFE.....\$165.00

Baker Pacer Daily Double, \$145.00

Jennings 5c Club Bell, \$85.00

**EXTRA SPECIAL! READ THIS TWICE!**

\$150.00 takes over 50 odd counter games such as Bally Babys, Fortune Tellers, Grippers, Sweepstakes, etc., etc. PLUS Several Mills Stroller Amplifiers, Wurlitzer Speakers and Baffles, Buckley Chrome Box Life Up, Peanut Machine, older slots, 16 record adapter, plus. Worth more than double! First deposit takes all.

**JULES OLSHEIN & COMPANY**

1100-02 BROADWAY

ALBANY 4, N.Y.

**Immediate  
Delivery**

**ABT COIN CHUTES**

Mills Vest Pocket F.P.,  
Chutes.....\$3.50

— SEE —

**PAUL A. LAYMON**

DISTRIBUTOR

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# What's Going on? in the UNITED STATES

## Dallas

While waiting patiently for new phonographs and new lines of other amusement machines, Texas operators continue to visit the Dallas coin machine market. Their visits are amply repaid in the excellent rebuilt and used equipment they find here and which is helping to tide them over until new equipment is available. Recently seen on coin machine Row were: W. O. McWhirter, Gainesville; Owan Nivins, Sherman; A. B. and M. T. Cornelius of Eastland and Abilene; Tom Clore, Sherman; Jake Moore, Amarillo; Jack Sprout, Temple; A. D. Harper, Stephenville; Homer Hightower of H & S Sales Company, Ft. Worth; J. W. Stewart, Longview; Charley Sage, Tyler; C. E. Brown, Texarkana; Donald Robertson, Lubbock; W. E. Thompson, Wichita Falls; Gene Goss, Corsicana and Jimmie Bounds of Mexia.

Leon Malcomesius, Jr., one of Dallas' old time operators has just recently been

released from the U. S. Infantry. Leon plans to take up the coin machine business where he left off three years ago, when he left to help win the war. Leon operates many of the Fair Park amusement spots.

Harry Drollinger, one of the oldest and best known coin machine men in Texas, is the new Southwestern Regional Manager for Homer Capehart's Packard Manufacturing Co. Harry has just returned from the Capehart factory at Indianapolis and he reports the Packard factory has some 17 different items already in production and many of them already moving to the coin machine trade.

Harry is pulling a real celebration this week end because of one of his first and largest orders. He has just closed a deal with Walbox Sales Co. to distribute Packard's products in Texas, Oklahoma and New Mexico. The firm's first order was for more than one million dollars worth of phonographs and auxiliary merchandise. Their order for 1,500 phonographs is believed to be a record in the Southwest

for one order of phonographs from one firm.

Marvin McLarty of the McLarty Music Co., Lubbock, Texas, was a recent Dallas visitor. McLarty reports all lines of business as thriving in the West Texas sector and especially the coin machine industry.

B. H. Williams has returned to his former position as General Sales Manager for Commercial Music Co., Wurlitzer distributors. B. H. completed a little over three years of service in Uncle Sam's navy and he brought Mrs. Williams and his new son and heir back to Dallas to live.

Travis Richardson of Longview, Texas, was buying music and other coin machine equipment in Dallas this week.

George Prock, head of General Distributing Co., returned to his Dallas office this week, after twenty months' service in the U. S. army. Without wasting a moment's time, George is already back in the amusement game. He announces that in addition to their present sales offices at Dallas, Houston and El Paso, the firm will soon open several other offices to better serve their trade area of Texas, New Mexico, Oklahoma and Louisiana. George also states that in addition to the 110 employees now regularly engaged by his firm, there will be an additional 40 or 50 employees added to their permanent personnel between now and March 1946.

Walbox Sales Co. are undergoing another remodeling and enlargement of their three story building at Young and Browder Streets. Re-arrangement and revamping of their general offices and sales rooms are being made in order to give more room for their new line of Packard phonographs which are expected to be arriving soon. Rebuilding and enlargement of their second floor will add more storage room and will enlarge their repair department.

Raymond Williams, head of Commercial Music Co. has just returned from a business trip to Chicago where he attended a district meeting of Wurlitzer distributors. Raymond says that the new 1015 Wurlitzer is the real McCoy and that the three new Wurlitzer wall box models are the most striking designs the company has ever produced.

George Wrenn of Walbox Sales Co. is

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## SOUTH SEAS

CONVERTED FROM  
"KNOCKOUT"

★

Other Conversions From ...

**ZOMBIE**

**SUN BEAM**

**DOUBLE PLAY**

**WEST WIND**

**SKY BLAZER**

**DO-RE-MI**

**STARS**

**LEADER**

**DUPLEX**

★

**NOTE**

We will buy at \$60 each, F.O.B. our factory, any of the above listed games.

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Write for FREE Catalog  
**UNITED Manufacturing Company**  
6125 N. Western Ave., Chicago 45, Ill.

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Your  
Distrib-  
utor  
or Write  
Direct

## MAZDA QUALITY BULBS

| Lamp No. | Base  | Amps.  | Box(10) | Per100 |
|----------|-------|--------|---------|--------|
| 40       | Screw | 0.15   | 55c     | \$4.95 |
| 44       | Bay   | 0.25   | 55c     | 4.95   |
| 46       | Screw | 0.25   | 55c     | 4.95   |
| 47       | Bay   | 0.15   | 55c     | 4.95   |
| 50       | Screw | 1 C.P. | 65c     | 5.50   |
| 51       | Bay   | 1 C.P. | 50c     | 3.85   |
| 55       | Bay   | 2 C.P. | 50c     | 3.85   |

WRITE FOR PRICES  
ON OTHER SIZES

**PAUL A. LAYMON**

DISTRIBUTOR  
1503 West Pico Los Angeles 15

on a flying trip to Chicago. We suspect that his return will bring an announcement of some new lines of merchandise to be distributed by his firm.

Frank W. Wood

## Boston

Ed Ravreby, owner of Associated Amusements, Inc., is at liberty to announce that "we are now the factory distributors for the International Mutoscope Co. for all New England and are now taking orders for Photomatic Machines, chemical frames and supplies. There are also voice recorders from the same company." Some of these machines ought to be in at an early date. Customers are taken in order.

I. Berman, naval technician, just returned after four years of service, has taken a position with Associated Amusements.

Ed Ravreby has been elected Worshipful Master of the Brotherhood Lodge, F. and A. M., Boston. He was in charge of the first big Masonic social function of the season at the Hotel Copley Plaza, which was attended by 700. With him were the Right Worshipful Master of the Fourth Massachusetts District and the First Boston District and as a guest the Right Worshipful Master of Arkansas. Ravreby is a 32nd Degree Mason, a Shriner and a member of Aleppo Temple.

Charles A. di Sabatino, treasurer of the King Distributing Corp., says that new machines are still difficult to obtain. They have some Jennings and Mills machines, but they are snapped up as soon as they arrive on the market. All types of revamps are snapped up as well. They have twelve revamps coming in, but they are all sold. They are still handling a complete line of equipment, including pins, arcade equipment, slots, consoles and music. di Sabatino looks for better things in the post war future, which is in the making.

In connection with the much wanted new equipment, it is stated in the trade that prices "ought to come down and give the operator a break." There is a protest against a manufacturer's charge of more than \$149.50 for a pin ball machine.

chine. Manufacturers are asking \$249.50 for a pin ball machine which could be obtained before the war for only \$79.50.

The Trimount Coin Machine Co. has a new machine, Stage Door Canteen, a pin game, put out by Gottlieb.

David Bond, president of Trimount Coin Machine Co., has returned from a business trip to Chicago and will have an important announcement to make soon.

The Pioneer Distributing Co., Inc., automatic vending machine operators, etc., has been incorporated with 500 common shares. Jacob Breidt is treasurer.

C. Frederic Wellington

## Houston

Gulf States Amusement Co., Inc., has bought the building it has occupied for several years and the adjoining two story brick business building for \$25,500.

More coinmen returned from the service included Robert Davenport, who served with the R.A.F.; C. O. (Red) Harrington, Marines; Bert Bruce, Navy; Billy Benton, Army; and Ted Mehavia, Army. Harrington is back with his and his brothers own company, Harrington Amusement Co. Bruce is with the wholesale record department of Strauss Frank Co., and Davenport is with Houston Amusement Co.

Melvin J. Blum in the city for a supply of records and such; and to make a worthy investment in the form of a subscription to COIN MACHINE REVIEW.

Harold Horton, well known in former years as Rock-Ola distributors, is now operating phonographs in the Tri-Cities area.

Horton makes his headquarters at Goose Creek.

Plans are in the making for a monthly get together social meeting for Houston Operators. The first meeting is planned for January and one each month thereafter through 1946. Some operators are hopeful of some sort of an operators association.

Russell Merritt has left his job with an oil refinery and returned to the service department of Gulf States Amusement.

Jovial Bill Tinlin, owner of a major

operating firm at Beaumont, Texas, in the city on business. Bill expects 1946 to be a great year for operators.

A Prosperous 1946 to all you Texas operators!

John G. Wright

## Kansas City

Bids for 1,100 new parking meters to replace the nine-year-old meters now in use by the city, have been requested by the city purchasing agent. The exact number to be purchased will not be known until the survey of parking in the downtown district has been completed. The existing standards will be used. Maintenance and repair costs for the meters now in use, installed in 1936, are excessive, and the devices are easily tampered with by petty thieves. Bidders will be required to furnish a standard production sample, which will be subjected to several operational and other tests by city engineers.

Now that censorship has been lifted on radar, it can be revealed that the Vendo Co. here in Kansas City produced the great bulk of corner reflectors made during the war for all of the American planes. The life-saving device was a mystery even to the 300 persons working on it, who knew only that it dealt with radar. At the peak production in October 1944 only two months after production begun, 2,000 sets were made in a day. This was cut back to 800 or 900 a day by VJ-Day when the contract was canceled. Altogether, Vendo produced 333,081 radar corner reflectors, or virtually enough for every life raft in every plane. There were two types, a small one for single-place life rafts, and a large one for multiplace rafts. Vendo's contract ran into millions of dollars, its largest war venture.

The radar corner reflector is packed into a tube-like holder. The operator raises a five-pointed wire contrivance as if he were raising an umbrella, and the amazing network of wires, resembling the framework of a box kite, in slight degree, is mounted on an oar handle, and is ready for work. A plane flying at 1,000 feet can

TURN PAGE

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**"DUCKY"**

1800 R.M. Holes    5c Play

Takes In..... \$90.00

Pays Out..... 47.06

**PROFIT..... \$42.94**

**HARLICH'S**

*Newest*

**\$50**

**TOPS!**

THEY'RE  
TWO SWEET  
NUMBERS  
FOR  
PROFIT  
AND  
ACTION  
!!!

**"IN THE DARK"**

960 G. L. Holes    10c Play

Takes In..... \$96.00

Pays Out..... 46.48

**PROFIT..... \$49.52**

FORM NO. 1861  
SPECIAL THICK

FORM NO. 936  
SPECIAL THICK

**HARLICH**

**MANUFACTURING CO.**

1415 W. JACKSON BLVD.  
CHICAGO 7, ILLINOIS

**READY NOW!**

OUR NEWEST CATALOG  
SEND FOR IT TODAY!

**READY SOON!**

OUR NEW MILLION  
DOLLAR PLANT!

**HERE NOW!**

Gottlieb's New  
Post-War

## STAGE DOOR CANTEEN

5-BALL NOVELTY GAME  
FLASH, ACTION,  
APPEAL and COLOR  
NOT A REVAMP!  
**\$249.50**

EXCLUSIVE DISTRIBUTORS

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pick up the radar beam from the life raft at ten miles, report the location of the raft, and the rescue is underway. The corner reflector is a geometrical design of open base triangles, into which radar beams bounce against a woven wire surface and are reflected on the return path to the radar sending instrument. It proved to be one of the greatest life-savers of the war, when it is realized that during the war peak more than 200 men were said to be adrift on the sea every minute of the day.

W. P. Bell, who owns the Radio Sales and Service Co., is featuring one-day service on any amplifier for coin machines. He has spent many years servicing coin machines, and was with Music Service Co. prior to going into business for himself about a year ago.

Warren Doud who recently opened a Kansas City branch for the Telecoin Corp. now has fifty building installations of the dime-operated Bendix automatic washer, ready to be made, and the first machines are arriving. The Telecoin Corp. features the entire Bendix line of coin-operated laundry machines, and will handle such other coin machines as Bendix develops. The home office is located in New York City, and has been in business for eight years. Coin-operated Bendix machines are installed only in apartment buildings for twenty families or more; or in groups of apartment buildings, such as four six-apart-

ment buildings, or two twelve-apartment buildings.

I talked with Bill Betz of St. Louis, who is a partner with Harry Silverburg in the W. B. Novelty Co. here, for a few minutes, and he promised some real news in a week or two regarding the W. B. firm's plans for 1946.

L. P. Donohue, president of the Confection Service, Inc., reports the supply situation to be about the same, but he is happy about the return from army service of two of his former employees, Ray Cale who is already on the job, and Everett Dasher who will return the first of the year.

Carl Hoelzel is making more room for his expanding business by increasing the size of his present building about 50%, the work to be completed in February. His firm, the United Amusement Co., distributes coin-operated phonographs and pin ball machines. O. E. Gamble, who served during the war with the Marines, returned to work for Hoelzel, December 3rd.

Analysis of reports submitted by the 660 largest businesses here showed they plan to increase present pay roll totals 23.9 percent by next September, which would be 40.5 more jobs than in the same plants in the fall of 1940, and confidence in this report made by the Federal Reserve Bank was expressed by business and industrial leaders. It looks as if 1946 will continue the good business conditions of recent years, and there will be plenty of coins jingling in the pockets of those who play the automatic phonographs, pin-ball machines and all the other coin-operated devices. It should be a wonderful year for the coin machine trade in Kansas City.

Dev Thatcher

## Fort Worth

Fort Worth operators are rounding out a very successful year's business. With December business considerably above the seasonal average, local operators say they will finish 1945 with a yearly volume of from 20 to 25 per cent above that of 1944. The outstanding revenue producer throughout the year, has been music machines and

marble tables. Collections for music operators have continued at a high level for the entire past twelve months.

In 1944, local operators thought the war time shortages of materials would put them out of business before the year was finished and the beginning of 1945 looked as if their 1944 predilections would come true. However, ingenuity in reconverting older equipment into better music machines has been a big factor in helping Ft. Worth music men keep abreast of the amusement business and to provide phonographs that would deliver listenable music. Now the working of the "Magic Wand" is getting frayed and if new phonographs are not available soon, operators of local music routes are going to be short of equipment that is needed to service their routes properly.

Vender route operators report an improvement in their business during the past two months, due primarily to more available merchandise supplies and the recent betterment in the man power situation. Several of the old time operators are coming back from the war theatres. These old time returnees are helping operators to extend their routes and to even take on new customers.

Jack Maloney, Jr., has just returned from several months over seas service with Uncle Sam's armed forces.

Bennie McDonald, head of the Star Coin Machine Co., is back in civilian life again. Bennie has just completed three years service with the U. S. Navy in the Pacific war theatre. He will resume his former coin machine business.

R. J. (Pat) Patterson, one of Ft. Worth's old time operators has recently been released from the U. S. Air Corps. Pat has joined the forces of Clarence Cleer Music Co., with whom he was associated before entering the Air Corps.

The Clarence Cleer Music Co. are adding a new building to their present location on East Lancaster Avenue. The new building, when completed, will more than double their present warehouse, office and display space.

Frank W. Wood

\* \* \*

A clever woman is one who can deceive a man by pretending to believe him when she knows he is lying to her.

## SLOT PARTS

|   |   |
|---|---|
| Back Doors for Mills Slots.....\$5.00                                   | Main Springs .....\$ .25                                  |
| Mills Locks .....2.00   | Clock Springs .....25                                     |
| Club Handles .....3.00  | Handle Springs .....25                                    |
| Main Clock Gears, Complete.....2.75                                     | Side Arm Springs.....25                                   |
| CH or SP Discs, Set of 3.....6.00                                       | Long Knee Action Springs.....25                           |
| Brand New Etched Reward Plates for Mills Chromes, 2/5 or 3/5.....\$2.95 | Selector Star Wheels for Wurlitzer Phono, Each.....\$ .29 |
| Med. Idler Gears for Mills Clock.....1.50                               | Main Gears for Mills Clocks.....2.75                      |

## GUARANTEED RECONDITIONED SLOTS

|                            |  |
|----------------------------|--|
| 5c Blue Front.....\$150.00 | 5c Bonus Bell.....\$215.00             |
| 10c Blue Front.....165.00  | 10c Bonus Bell.....225.00              |
| 25c Blue Front.....180.00  | 25c Bonus Bell.....235.00              |
| 5c Brown Front.....165.00  | 5c Jenn. Club Special.....135.00       |
| 10c Brown Front.....180.00 | 10c Jenn. Sky Chief.....150.00         |
| 25c Brown Front.....195.00 | 10c Mills Club Bell Console.....295.00 |

## CONSOLES

|  |   |
|--|---|
| Baker's Races—Daily Double.....\$245.00  | Evans' Jungle Camp.....\$ 79.50         |
| Evans' 1939 Galloping Dominos.....139.50 | Mills Late Model 4-Bells, 5c.....595.00 |
| Evans' Lucky Lucre.....159.50            | Keeney 4-Way Super 3/5-1/25.....625.00  |

Write for Complete Listing of Parts and Equipment

TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

**Automatic Coin MACHINES & SUPPLY CO.**  
3834 W. Fullerton Ave. (Phone CAPitol 8244) Chicago 47, Ill.

## SALESBOARDS

### OPERATORS HITS

#### 24 Hour Service

| Holes | Name                                    | Profit       | Price  |
|-------|---|--------------|--------|
| 1000  | 25c Charley                             | Def. \$25.00 | \$ .75 |
| 1000  | Blank 10 Sec. Boards.....               |              | .75    |
| 1000  | 5c Nickel Charley                       | Def. 17.00   | .89    |
| 1000  | 5c Double Finn                          | Def. 24.00   | .92    |
| 1800  | 5c Lulu X Thick                         | Def. 18.00   | 1.69   |
| 1000  | 25c Jackpot Charley                     | Arv. \$50.00 | \$1.00 |
| 1000  | 25c Jackpot Charley                     | Arv. 52.04   | 1.19   |
| 1000  | 10c Ready Money                         | Arv. 50.70   | 1.45   |
| 1000  | 25c Jumbo Easy Pickin's                 | Arv. 101.50  | 1.79   |
| 1200  | 5c Big Forty                            | Arv. 34.25   | 1.89   |
| 1000  | 5c Jumbo Big Forty                      | Arv. 24.25   | 1.79   |
| 1184  | 5c Jumbo Tens, Thick                    | Arv. \$33.25 | \$2.39 |
| 1000  | 5c Beat This Card X Thick               | 33.00        | 2.59   |
| 1296  | 5c H.O. Texas—X Thick                   | 31.79        | 2.79   |
| 1280  | 5c Girlie—X Thick                       | 35.10        | 2.98   |
| 1200  | 5c Poker Play—Thick                     | 26.58        | 2.92   |
| 1800  | 5c J.P. Lulu—X Thick                    | 31.75        | 2.89   |
| 2400  | 10c J.P. Barrel—Thick                   | \$95.00      | \$2.98 |
| 1200  | 10c J.P. Payout—X Thick                 | 52.59        | 2.89   |
| 1000  | 10c J.P. Jumbo Piggy Bank               | 44.80        | 2.62   |
| 1664  | 5c J.P. Victory Bell—X Thick            | 46.55        | 3.49   |
| 1500  | 5c Royal Flush—Thick                    | 38.62        | 3.98   |
| 1200  | 25c Texas Charley—Thick                 | 120.85       | 2.25   |
| 2170  | 5c Tab Rd. Wh. Blue Fic                 | \$36.00      | \$1.00 |
| 2172  | Single Banded Rd. Wh. Blue Tickets      |              | 1.69   |
| 2170  | Five Fold S. Banded Rd. Wh Blue Tickets |              | 1.69   |
| 120   | Singles Banded-Tip Ticket Books, dz.    |              | 1.89   |

WORLD'S BEST BOARDS, TICKETS, CARDS  
**DELUXE SALES CO.**  
BLUE EARTH, MINN.

**QUALITY PICTURES  
NEW FILMS**  
for Solo-Vue and Panorams  
Produced in Hollywood  
**SERIES—1 TO 16**  
Series 17 Just Released  
All Passed by L.A. Censors  
Send for Literature

— SEE —  
**PAUL A. LAYMON**  
DISTRIBUTOR  
1503 West Pico Los Angeles 15

# AUTOMATIC MUSIC

## Smith Adds Wurlitzer

NORTH TONAWANDA—Appointment of the Smith Distributing Co. as exclusive distributors for Wurlitzer Phonographs and auxiliary equipment has been announced by David O. Lee, Export Manager of The Rudolph Wurlitzer Co. Smith Distributing will serve central and western Canada, including the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, and the Lakehead District of Ontario.

Hugh Smith, owner and general manager of Smith Distributing, plans the establishment of Wurlitzer headquarters in Vancouver, B. C. and Winnipeg, Man. in the very near future. His office is currently located in Victoria, B. C.

Smith, actively preparing for his new distributing role, declared: "Our organization and facilities in Vancouver and Winnipeg will be geared for fast, efficient service. We know the needs and problems of operating music routes and we are going to maintain a close working relationship with every Wurlitzer Music Merchant."

The Vancouver office of Smith Distributing Company will be personally directed by Smith, while a manager will be selected to administer the activities of the Winnipeg branch.

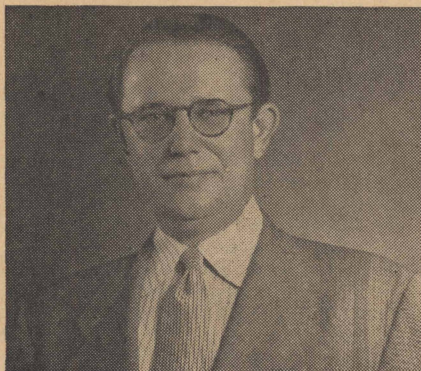
## AMI Phono At Reception

CHICAGO—During the American Legion Convention in Chicago, an AMI Phonograph furnished musical entertainment for the reception held in honor of Governor Darden, of Virginia, in a private dining room of the Palmer House on Tuesday, November 20.

\* \* \*

"What sort of after-dinner speaker is Jones?"

"Oh, he starts by saying he didn't expect to be called on, and then he can't be called off!"



"Doc" Eaton

"The AMI music system is found in many unique and unusual places," states DeWitt (Doc) Eaton, General Sales Manager of AMI. "So we were not exactly surprised to read in the Saturday Evening Post that New Guinea's only juke box is an AMI machine in the WAC Recreation Hall. Among famous memorials equipped with the AMI music system is the Will Rogers Shrine of the Sun at Cheyenne Mountain, Colorado Springs, Colo."

## New Operating Firms

DETROIT—Victor De Schryver is the head of the new Marquette Distributing Co., being organized here to operate automatic phonographs and engaged in other distributing activity. Corporation is being capitalized at \$50,000 and headquarters have been set up on Beaubien Street.

Star Novelty Co., is the name of another new organization established to manufacture phonographs and other products. Organizers include John B. De Haven, Harry Horwitz and E. M. Stine and offices are in the Michigan Bank Bldg.

## 45 G. Display Rooms

KANSAS CITY—Aireon's new streamline automatic phonograph will soon go on display against the brand new, re-decorated background of the new display rooms, offices and warehouse of the Arthur Hermann company, Albany, N. Y.

Arthur Hermann, president of the company, exclusive distributors in 43 counties in upper New York State for Aireon automatic phonographs, has advised R. R. Greenbaum, vice pres. of Aireon, of the \$45,000 purchase of a three-story brick building. Added to the purchase price, Hermann pointed out, is going \$10,000 in renovation before occupancy.

The showroom, office, warehouse and service center will be used for the wholesale distribution of automatic phonographs and accessories of Aireon and its five subsidiaries. The corporation manufactures ground radio stations for airports, mobile radio stations for police and other emergency types; inductive space railway radio equipment; circuit breakers; Quartz crystals; speakers; and tubes. All in addition to its commercial automatic phonograph, a special feature of which is its electronic reproduction and remote control systems.

Greenbaum, just back in Kansas City after a quick trip to New York, advised that practically all the Aireon distributors are remodelling old spots of business, or purchasing new quarters and generally sprucing up in anticipation of first showings of the new Aireon automatic phonograph.

"We are certainly getting whole-hearted and all-out cooperation from our topnotch bunch of distributors", Rudy said. "They've seen the advance showings on this machine and they are confident in the knowledge of what they are going to have to offer the trade. They know it's worth fixing up for."

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## CALIFORNIA MUSIC OPERATORS ASSOCIATION

### Officers

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State President and  
Business Manager

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MILES K. STANDISH  
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California Music Operators Association

Membership Is Successful

Operating Insurance

We are interested at all times in hearing from other Associations in the nation and exchanging worthwhile ideas and suggestions with them. Please write.

GEORGE A. MILLER, President

128 EAST 14TH STREET, OAKLAND 6, CALIFORNIA

# Music Rentals Provide Easy Extra Coin At Little Expense

By H. ADAMS EVERITT

(Based on an interview with a Detroit, Mich., Operator)

My mouth dropped open in surprise as I listened to him speaking over the phone. He said, "You can have Guy Lombardo, Benny Goodman, Rudy Vallee, Duke Ellington, and any other first class band that you want. It'll cost you \$7.50.

"Yeah, any numbers you want will be okay.

"That's right, you can have their music all night long if you want to dance that late.

"I'll put you down for Thursday night," he said, and hung up the phone.

I couldn't contain myself longer.

"Since when did you start booking engagements for high class orchestras?" I asked. "The last time I saw you, which was a week ago, you were a coin machine operator."

"I'm still an operator," he said.

"Oh, I see, a joke?" I inquired.

"No, operating is my business and that

phone conversation was strictly business," he said, adding, "I'm taking an extra dividend from music."

So, I tied into him and this is the story I managed to leech out.

This operator, who owns among other coin-controlled machines, about a hundred music boxes, told me he is making from \$25 to \$50 a week, simply by renting phonographs to clubs and other social groups who want a little dancing with their parties and meetings.

He says that for the past several years he has rented an occasional machine, but never seriously considered that the revenue from this source could amount to much. He said it was just the same to him as finding a dollar bill that he didn't know he had in the pocket of an old pair of pants.

About ten months ago he had a week in which he rented a phonograph almost

every day. It was then that he began to realize that there might be something to this side-line of the game. It was then he got the inspiration which during the past ten months pulled \$2500 side-line dollars, extra dividend dollars, from music operation into the till of his cash register.

He took a roundabout way of explaining that inspiration to me. First, he said, he considered the popularity of records by top-notch bands over radio music. Taverns and other small spots which can't afford orchestras sometimes have both radios and music boxes, he noticed. Places such as these had proved to him that dancers prefer phonographs.

Then there was the matter of thousands of small gatherings in other places . . . basements and recreational centers of churches, club rooms, private homes, employees' quarters in larger industrial buildings, hotel dining room parties, building lobbies used for meetings and celebrations. In other words, he learned that human beings are not losing their gregarious instinct, but are giving in to it more all the time. The growth of cities and the "away from the farm" movement proves that.

He knew that people want to get together, to dance, sing, laugh, and follow the well-publicized "pursuit of happiness". In a few words, he was thoroughly convinced that the demand for his service and product was there. Now then . . . what stood in the way? What is the sales resistance?

As usual, the answer to this one is simple, COST.

Not that "paying the fiddler" is the only reason, but it is the most important. Radio has educated the vast majority of Americans to good music. And this isn't a reference to opera, or other high-hat symphony type stuff. Good music, in this instance, is that music which most people like most to hear. It is the music which they understand and feel, the music which makes them want to dance. It has and does go by numerous names, the most important today being "Swing" and "Modern".

In answer to this demand for music for dancing, thousands of small orchestras have sprung up all over the country in the past few years. A few of these have spread their popularity nationwide. This popularity achieved by the top-notchers came about because their organization contained arrangers, musicians, and leaders whose style struck the public fancy.

It is to the music of these top-notchers that the vast majority of modern Americans like to dance. They will pay their nickels and dimes to dance to home-talent orchestras, but just let one of the big-name groups come to town and watch them dig down into the old sock for folding money.

(See MUSIC RENTALS, Page 30)

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MACHINE  
REVIEW

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## "Keep 'em Playing!"

There is no take from a silent phonograph. There is no longer any reason for the phonograph to remain silent. When it goes dead due to amplification breakdown, merely install the Master Universal Amplifier. Either as a temporary or permanent installation it will give as good or better results than the unit that comes with the player. Service men find this a great help in keeping their customers satisfied while making repairs. Check for yourself the features of the

## MASTER UNIVERSAL AMPLIFIER



Model A—Master Universal Amplifier fits them all—Wurlitzer, Seeburg, Mills and Rockola, except Hi-Tone. Complete with tubes, \$49.50.

- Volume and tone control combined.
- Proper circuit fusing.
- Fits all makes of players.
- Ready to operate.
- Temporary or permanent installation.



Model B—Master Super Universal Amplifier designed for all Hi-Tones and all other models. Complete with tubes, \$74.50. Terms 1/3 deposit—balance C.O.D.

- Absolute clarity of amplification.
- Keep unit playing during repair.
- Substantial construction.
- Complete set of tubes.
- Engineered for proper balance.

These Amplifiers are manufactured and sold for replacement purposes only—as specified by WPB regulations.

WRITE—WIRE—PHONE

DISTRIBUTED BY

**PAUL A. LAYMON**  
1503 W. Pico Blvd. Los Angeles 15, Calif.

### UNOBTAINABLE PARTS MANUFACTURED

Bring in sketch or old part  
for precision duplication

LIGHT MACHINE SHOP WORK  
TOOL & DIE MAKING  
MODEL MAKING

Prompt Service • Reasonable Rates

**Ra-Mal Machine Shop**

1151 Venice Blvd. Los Angeles 15, Cal.  
Drexel 4044 or WALnut 5452

# Aireon Consolidates Plants for Huge Phono. Manufacturing Program

The Aireon Manufacturing Co. has announced that it will centralize in Kansas City its program of meeting its 27-million dollar backlog of electronic products. The company, originally a Pacific coast organization, known as Aircraft Accessories Corp., has now disposed of the last of its Los Angeles manufacturing holdings through the sale of its Burbank plant, and the sale of all its Pacific coast hydraulic products. It will retain, however, a recently purchased plant at Los Gatos, Calif., and will maintain sales offices in Los Angeles and San Francisco.

Further consolidation has been effected in the sale of its last two wartime plants in Kansas City, and the removal of the organization to the Kansas City, Kansas food terminal buildings at the south end of the Fairfax industrial district, a move that is expected to be completed during January.

Arthur E. Welch, vice-president and treasurer, has stated that Aireon is converting its fixed assets in liquid assets, especially those acquired during wartime for production ordered by the Government, and that is the chief reason for consolidation of its properties into one base in Kansas City. The sale of the No. 1 and No. 3 plants in the Fairfax district brought \$150,000 and \$87,750, respectively, and while the amount received for the Burbank plant has not been announced, it is understood to be \$500,000. As a result, Aireon

will start the New Year with a working capital of around four million dollars.

Aireon will continue to operate the Midco Tool and Supply Co., a subsidiary, located in Oklahoma City, and will double the facilities for the manufacture of field equipment.

The corporation's 1946 production will be principally coin-operated phonographs, railroad radio, and other forms of radio communications equipment.

Robert Adams, formerly works manager at Aireon's Kansas City plant is now general manager of the Chicago Oxford-Tartak Radio Corp., purchased in September by Aireon. Extensive improvements have been made in the factory and offices, and additional assembly lines have been installed, as well as additional punch presses placed in the machine shop. Madison Jones, chief engineer, is developing speakers for the new Aireon automatic phonograph. Back orders for speakers exceed 1,000,000, while speakers in production average nearly 4,000 a day.

## Deaton Heads Drive

CONNERSVILLE, Ind.—Paul Deaton, head of Western Sales Corp., dealers in automatic phonographs, has been appointed State treasurer of the Indiana Red Cross Camp and Hospital Council. Deaton has aided the work during the war years and the current effort is to provide Christmas gifts for Veterans' Hospitals.

## Seeburg Men East

LOS ANGELES—A trek of Seeburg executives, distributors and service engineers, left the Coast the second week in December for the big meeting in Chicago on December 18th when Seeburg was scheduled to unveil its new 1946 models and acquaint its distributors with prices and practices regarding the new line.

J. P. Seeburg, head of the organization, left his home here on the 11th. Dan Donohue, Western factory representative, left on the 10th. Jean and Dolores Minthorne, distributors for Southern California, Arizona and Nevada, left on the Super Chief on the 14th and expected to return on the 24th. Other members of the Minthorne organization making the trip East included Justin Harvey, Sales Manager; Harold Chaney, Territory Sales; and Jack Matot, Service Manager.

## Eaton Appoints Two

CHICAGO—DeWitt (Doc) Eaton, General Sales Manager of AMI, announces that Paul Bleck, who has been Service Manager for AMI for the past fifteen years, will have complete charge of the Service Department and service operations covering the new AMI phonograph.

Forest Teeter, pioneer phonograph and parts man who was with the Rudolph Wurlitzer concern for ten years, has been appointed Parts Manager for AMI.

Another prominent music executive at AMI is John Swisher, who manages the Hostess Division.

\* \* \*

"Cpl. Dink got his false teeth smashed trying to play tennis yesterday."

"Well, that's one way of losing a set."

COIN  
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REVIEW

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FOR  
JANUARY  
1946

Be on  
Hand



SEE THE  
NEW

WURLITZER

MODELS IN  
OUR SHOWROOMS ON  
NATIONAL  
WURLITZER DAYS  
JAN. 6 - JAN. 7

WOLF  
DISTRIBUTING CO.

Exclusive WURLITZER Distributors

For Colorado, Wyoming, Utah, Arizona,  
New Mexico, Eastern Idaho

1932-4 Broadway Denver 2, Colorado



# BIG NAMES MEAN BIG PROFITS

SOUNDIES are your guarantee of the best in BIG Name Stars . . . top notch Singers, Dancers, Comedians and Orchestras. They offer more for your "playing time", which means more profits for you.

Each and every one of the more than 1400 musical movies are subject to your individual selection . . . thrill packed professionally made, highly entertaining 16 mm. films which produce repeat business.

It Pays To Follow The Leader—SOUNDIES.

**SOUNDIES DISTRIBUTING CORP. OF AMERICA, Inc.**  
209 W. JACKSON BLVD. CHICAGO 6, ILLINOIS



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## MUSIC RENTALS (Continued from Page 28)

Well . . . my friend, the music operator, thought about these things. He watched persons who wouldn't spent fifty cents for an evening of dancing at a local talent shindig shell out several dollars in nickels and quarters in the length of an evening to dance to the records of big-name bands. Suddenly he realized that the dancers had been educated to and wanted the best in music and were willing to pay for it no matter what its form.

My operator friend also realized that a vast number of Americans are, for religious and other reasons, opposed to liquor and its environment, but are rabid dance fans.

So . . . he said to himself, "I'll give them the kind of music they want, where they want it, and at a price they will be willing to pay."

First he looked back through his old books and listed off the names of organi-

zations that had rented music boxes from him in the past. He card-indexed their names with all available information, including such items as names of officers, occasion for renting machine, meeting place, and type of music preferred.

This index started out with fifty cards and in ten months has grown to almost five hundred. Many of the cards are the result of leads obtained through the society columns of his local newspapers. Club, as well as fraternal and other social organization news, practically gave him a directory to the location of his customers. He also has a little stock question which he uses in calling members of these groups. It is, "Do you know of anyone else who might want to rent one of these machines?"

And he didn't let his index stop there. He inserted classified advertisements in the personal columns of his local newspapers. He worded his message simply and to the point, stressing such items as low cost, volume control, diversity and se-

lectivity of program, guaranteed service, and easy adaptability. For bait in these ads he used such names as Lombardo, Goodman, Crosby, and others.

He could have stopped there and a good job would have been done. All that was necessary was to follow these cards regularly with calls or mailing pieces to keep his service alive in the minds of these customers. It was the simplest thing in the world to call them once a month and say, "I've just got in a batch of new records and I thought you'd like to know. I have so-and-so-and-so . . . and if your club wants a preview of the coming season's numbers, I'll send over a program of them any night you name."

In fact, this is just what his office girl does say when she calls the names in the index at regular periods. Which brings up the fact that the prospect file is not laid out along alphabetic lines, but by the next contact date. When a group books a machine for a certain night the card is removed from the "Call File" and placed in the "Engaged File" which automatically arranges for delivery of the machine.

But not to get ahead of the story, this operator had started a very good job and he meant to carry it through. He knew that there were groups of older persons who did not particularly care for dancing, but who would be good prospects because they had children who did like dancing, or needed means to raise money for their charities and other social work.

To this group he addressed a different sales talk. He showed them how they could take his music to any environment that pleased them. Often this environment,

(See MUSIC RENTALS, Page 34)

## 6SC7-5Z3-80-83-2A4G and 70L7

These tubes are next to impossible to secure. We have adapters for making the changeover that require no changes in the amplifier or remote boxes.

#100—6SC7 to 7F7  
110—5Z3 to 5U4G  
125—80 to 5T4, 5V4G, 5Y3 or 5Z4  
126—83 to 5U4G or 5X4  
\$3.00 Each in lots of Six

#205—2A4G to 2051 (Seeburg Guns)  
210—2A4G to 2051 (Remote Music)  
215—70L7 to 7A4-7A5 (Seeburg Remote Boxes)  
\$6.50 Each, Minimum Shipment of Six

These have all been tried and proven thoroughly satisfactory. WE GUARANTEE SATISFACTION. Absolutely no worry, anyone can make the change, carry these in your service kit as standard equipment. One-third with order, balance C. O. D.

**HERMITAGE MUSIC COMPANY**  
416A BROAD ST. NASHVILLE 3, TENN.

# Do You Remember?

*"Whist, My Bonny Box!"*

**Ye'll make a spendthrift o' a mon! I dinna come in but to light the pipe, and whoosh! . . . anither nickel's squandered"**

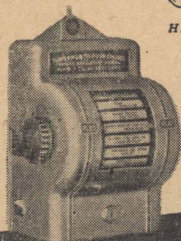
● Folks simply can't resist playing Pla-Mor. Pla-Mor's beauty grabs attention. Pla-Mor's flashing red knobs get turning action—and more music played. Result: more nickels, bigger profits.

You can be the music man making the most money, or as "Scotty" would say—"Mony a nickel wull make a muckle o'

profit . . . Aye Mon! An' Pla-Mor takes in a muckle o' nickels." See your Packard distributor or write us for all details.

PACKARD MANUFACTURING CORP., INDIANAPOLIS, IND.

**PACKARD  
PLA-MOR**  
SELECTIVE REMOTE CONTROL  
**HAS THE PLAY-APPEAL**



**PRE-WAR**  
FEB., 1941

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JANUARY  
1946

70 **AMUSEMENT MACHINES**

*The Billboard*

**WAR-TIME**  
FEB. 3, 1945



## READ THIS AND RUSH YOUR ORDER!

### WALL BOXES

|   |         |
|---|---------|
| 30 Packard Boxes . . . . .                                    | \$37.50 |
| 50 Buckley Chrome, 24 Rec., Lift Door . . . . .               | 6.95    |
| 40 Buckley Lite-Up, Latest Model, 24 Record, Gold . . . . .   | 16.95   |
| 50 Buckley Lite-Up, Latest Model, 24 Record, Chrome . . . . . | 24.50   |
| 7 Seeburg 24 Record, 3-Wire, 5¢ . . . . .                     | 23.50   |
| 4 Seeburg Music Selector, 5¢ . . . . .                        | 19.50   |
| 3 Wurlitzer #310, 30-Wire, 5¢ . . . . .                       | 22.50   |

### MISCELLANEOUS

|  |       |
|--|-------|
| 50 Buckley Bar Brackets . . . . .                | \$ 2. |
| 20 Wurlitzer Bar Brackets . . . . .              | 2.    |
| 50 Pedestals for Buckley Boxes . . . . .         | 3.50  |
| 5 Seeburg Wireless Organ Speaker, Comp . . . . . | 27.50 |
| 10 Large American Flag Speaker Baffles . . . . . | 12.50 |
| 20 Metal Cabinets for Twin Twelves . . . . .     | 12.   |
| 20 Wood Cabinets for Twin Twelves . . . . .      |       |

### CABLE

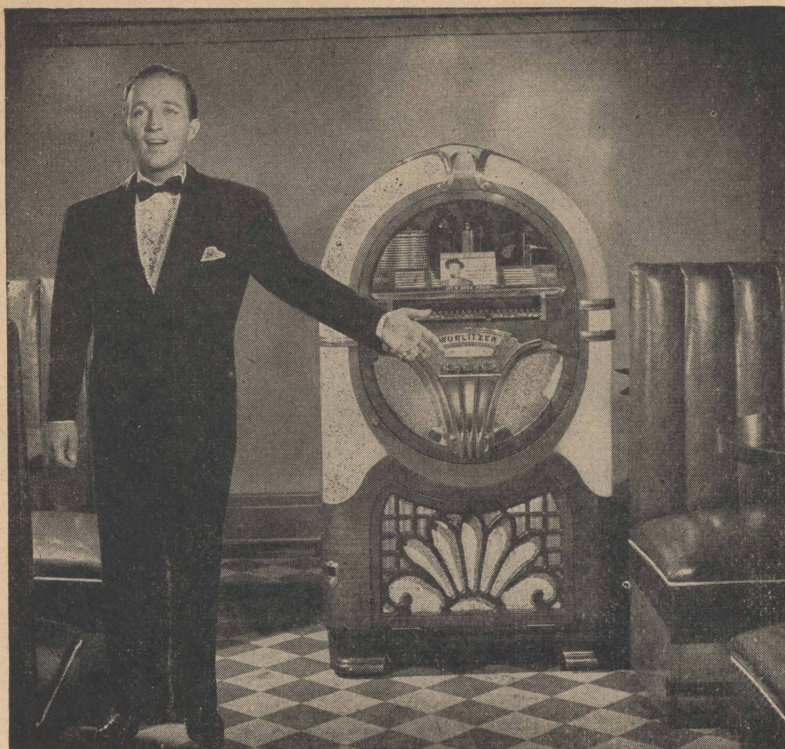
30-Wire-Used Cable . . . . . \$ .25 Ft.

**WANT TO BUY USED RECORDS—ANY QUANTITY,  
ALL TYPES—LET US KNOW WHAT YOU HAVE!**

**½ Deposit, Balance C. O. D. F. O. B. New**

**POST-WAR . . . The Packard Pla-Mor  
Phonograph will bring you even greater  
values and returns on your investment.**

**PACKARD MANUFACTURING CORP.**  
2900 COLUMBIA AVENUE • INDIANAPOLIS 7, INDIANA



Crosby thanks Music Operators for Co-operation

## Phonos Aid Kenny Drive

NORTH TONAWANDA — Some time ago the paths of Bing Crosby and Mike Hammergren, Wurlitzer General Sales Manager, crossed. Bing's mind was on his duties as National Chairman of the Sister Kenny Foundation for Infantile Paralysis—Mike's on Wurlitzer Phonographs. Somewhere along in the conversation, something sparked. Why couldn't Wurlitzer's coast-to-coast network of phonographs be used as a vehicle to further the Sister Kenny Drive?

"No reason under the sun why they couldn't," opined Mike, "I know Wurlitzer Music Merchants have hearts as big as all outdoors. They'll cooperate!"

Things began to happen. Wurlitzer appealed to its Music Merchants to put stickers on the record changer window of every Wurlitzer Phonograph telling the public that, between November 22nd and December 8th, ten percent of the money that instrument took in would go to the Sister Kenny Fund.

Thousands of Music Merchants hopped to it and the results, while not yet tabulated, will give Bing something to croon about and a lot of polio-stricken youngsters a chance for recovery they might otherwise never have had.

## K. C. Operator Adds Appliance Business

KANSAS CITY—It isn't unusual for a merchant in other lines to go into the coin machine field—but Harry J. Brown, head of Brown Music Co. has reversed the process and will operate one of Kansas City's most modern appliance stores along with his string of phonographs.

Brown Music Co., in the Kansas half of the city, has covered the complete coin machine line in various phases for many years, specializing in phonograph locations, rentals, and service. Brown pioneered some of the innovations now standard in phonograph operator circles, including rush-order service trucks which are work-

shops on wheels, better location deals with tavern owners and many others. Now he's applying some of the same ingenuity to merchandising major electric appliances.

These will be sold from a recently completed store retaining the Brown Music Co. title. Along with his phonograph distributing business, the store will carry phonograph records on the first floor, plus a credit office, sideline coin machine display and comfortable furniture.

Upstairs, the second floor has been divided into bays for refrigerators, ranges, washing machines, automatic home laundries, ironers, radios and similar large appliances. Everything will be shown on an "active display" policy—stoves lighted

and refrigerators running. Pastel blue walls, raised display stands and attractive individual setups make this an eye-appealing appliance showroom.

Downstairs the store is taking orders for new appliances, "registering" priorities in turn. Phonograph and pin ball operator friends will account for a large part of the first six month's stocks, as Brown's coin-machine associates hastened to get their names on the book.

Appliance promotion has been a natural—since in setting up a complete, modern service department Brown will utilize the same tools and personnel who formerly maintained phonographs and electrical equipment. Men who once thus repaired phonograph turntable motors will now also be working on refrigerator compressors, washing machine gears, and other equipment.

The same salespeople likewise will sell phonographs, coin machines and appliances. Veteran record salesmen will have no difficulty shifting to radios, and it will be easy to jump from there to refrigerators and washing machines. Thus except for one factor, appliance merchandising and phonograph distribution will be tightly merged. The exception is advertising. "We'll sponsor spot radio announcements and regular newspaper ads on appliances separately from our phonograph promotion," Brown said.

## Yeggs Trim Bush

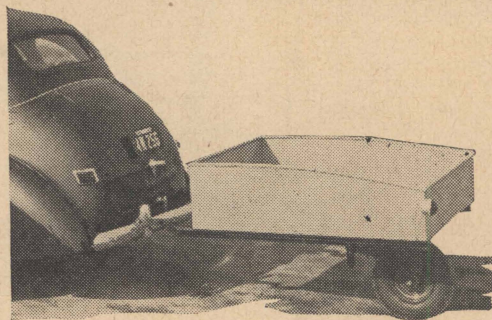
PORTLAND — Earl Bush, prominent operator of Coos Bay, is \$40,000 poorer as the result of one of the largest cash loots in Portland police annals.

Carrying a 175-pound safe from a secret hiding place in the home of Dr. Ruth Barnett, burglars got away with fifty thousand dollars—forty of which was the property of Bush.

The small safe, purchased only a month ago and believed safely hidden behind a secret closet door, was carried away with its contents of neatly wrapped and bundled bills—ranging from \$5 to \$100 denominations.

Bush also owns an eastern Oregon ranch and was away from Portland at the time of the burglary.

## LOOK! ONLY \$85 PLUS TAXES 1/4 TON ONE-WHEEL TRAILER



1. All Steel Welded Body
2. All Steel Welded Frame
3. Welded Wheel
4. Heavy Duty Tire and Tube
5. Double Timken Bearings
6. Streamlined Cut Body
7. Complete with Tail Light and Hitch

—DISPLAYED AT—  
SICKING DISTRIBUTING CO., 2831 W. Pico., Los Angeles

—WRITE OR PHONE—  
R. F. JONES, 5321 S. Central Ave., Los Angeles, California  
ADams 1-4345

# A STATEMENT ABOUT MUSIC BY MILLS

♪ *The most sensational phonograph ever offered to the coin-machine industry...*

♪ *New in principle, new in mechanics, new in style and beauty, new in listening pleasure...*

♪ *Revolutionary in durability, in performance, in profits...*

COIN  
MACHINE  
REVIEW

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FOR  
JANUARY  
1946

That is the story of Mills Music for 1946.

The Mills Music System is not a pre-war phonograph. It is not an old model redesigned. *It is entirely new:* in conception, in design, in construction. Its breath-taking beauty, incomparable tone, unsurpassed dependability herald

a new day in automatic music.

It is too early for us to announce a definite delivery date. It is too early for us to disclose complete specifications. And it is too early for you to make any phonograph commitments until you see and hear the new Mills Music System.

build your profit plans for 1946 around

# MILLS MUSIC

*Mills Industries, Incorporated*

4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS

# REVIEW MUSICAL POPULARITY POLL

DECEMBER, 1945

An authoritative chart showing the popular musical favorites and compiled from information gathered in the principal key cities and wired to us at press time.

## On Phonographs—

1. Chickery Chick  
Sammy Kaye—Victor
2. It's Been A Long, Long Time  
George Olsen—Majestic
3. I'll Buy That Dream  
Bing Crosby—Decca
4. Waitin' For the Train to Come In  
Harry James—Columbia
5. I Can't Begin to Tell You  
Charlie Spivak—Victor
6. White Christmas  
Peggy Lee—Capitol
7. Dig You Later (Hubba-Hubba-Hubba)  
Harry James—Columbia
8. I'll Buy That Dream  
Haymes, Forrest—Decca
9. Till the End of Time  
Perry Como—Victor
10. It Might As Well Be Spring  
Sammy Kaye—Victor

## On Radio—

1. Chickery Chick
2. It's Been A Long, Long Time
3. Waitin' for the Train to Come In
4. I Can't Begin to Tell You
5. Symphony
6. It Might As Well Be Spring
7. Dig You Later (Hubba-Hubba-Hubba)
8. Till the End of Time
9. I'll Buy That Dream
10. White Christmas

## Best Selling Sheet Music—

1. It Might As Well Be Spring
2. It's Been A Long, Long Time
3. Chickery Chick
4. I'll Buy That Dream
5. I Can't Begin to Tell You
6. Waitin' For the Train to Come In
7. Along the Navajo Trail
8. Till the End of Time
9. That's For Me
10. White Christmas

## Best Selling Records—

1. Chickery Chick (Sammy Kaye)  
Victor 20-1726
2. It's Been A Long, Long Time (Bing Crosby)  
Decca 18708
3. I Can't Begin to Tell You (Bing Crosby)  
Decca 23457
4. Waitin' For the Train to Come In (Peggy Lee)  
Capitol 218
5. Symphony (Freddie Martin)  
Victor 20-1747
6. It Might As Well Be Spring (Margaret Whiting)  
Capitol 214
7. Dig You Later (Perry Como)  
Victor 20-1750
8. White Christmas (Bing Crosby)  
Decca 18429
9. Tampico (Stan Kenton)  
Capitol 202
10. Doctor, Lawyer, Indian Chief (Betty Hutton)  
Capitol 220

## On Wired Music—

1. Chickery Chick
2. Symphony
3. It's Been A Long, Long Time
4. Waitin' For the Train to Come In
5. Till the End of Time
6. It Might As Well Be Spring
7. I'll Buy That Dream

8. White Christmas
9. I Can't Begin to Tell You
10. Dig You Later (Hubba-Hubba-Hubba)

## Sepia Hit Parade—

Top tunes in colored spots supplied at press time by Otis Rene, of Excelsior Records:

1. B-Boba-Luba (Helen Humes)—Philo
2. Jimmy's Round the Clock Blues (Jimmy Rushing)—Excelsior
3. I Got A Right to Cry (Joe Liggins)—Exclusive
4. Come to Baby, Do (King Cole Trio)—Capitol
5. My Baby's Business (Jimmy Rushing)—Excelsior
6. The Honeydripper (Joe Liggins)—Exclusive
7. Effie's Blues (Effie Smith)
8. I'm Tired (Pearl Bailey)—Columbia
9. That's the Wrong Gal, Brother (Flennoy Trio)—Excelsior
10. He May Be Your Man (Helen Humes)—Philo
11. Somebody's Changed the Lock on My Door (Wynonie Harris)—Philo
12. Jimmy's Blues (Count Basie)—Columbia

## Western Hit Parade—

Tunes most requested by the listeners to the only Western Hit Parade on radio:

1. Don't Live A Lie (Gene Autry)
2. Silver Dew on the Blue Grass Tonight (Bob Wills)
3. Make Room In Your Heart For a Friend (Wylie Walker and Gene Sullivan)
4. I Think I'll Go Home and Cry (Roy Acuff)
5. White Cross On Okinawa (Bob Wills)
6. Christmas Carols by the Old Corral (Tex Ritter)
7. Jealous Lady (Curley Williams)
8. You Will Have to Pay (Tex Ritter)
9. I Want to Be Sure (Gene Autry)
10. Sioux City Sue (Dick Thomas)

## Navarro Adds Aireon

HOLLYWOOD — Navarro Music Co., owned and operated by Frank Navarro, has taken on the distribution of the new Aireon phonographs for the Republic of Mexico.

Navarro attended the Aireon showing recently in Kansas City, and signed a franchise accompanied by a large order for instruments. Transaction was consummated through W. E. Simmons, Western Sales Manager for Aireon.

Navarro is now in Mexico City readying his showrooms for the initial showing of the new instruments.

## New Service Innovation

LOS ANGELES—Dee's Service Shop has added a new service for music operators. A portion of the Shop has been fitted up with a turntable and each week's new releases on all the major phonograph labels are neatly stacked and a bulletin board listing of the releases. Operators are invited to enjoy the convenience, play records to their heart's content, and assemble their record orders without any rush or fuss. Record suppliers are co-operating and supplying their new releases each week.

Idea caught on immediately and more and more operators are using Dee's latest service.

# FLASH!

## New RACE RECORDS for ANY LOCATION!

DUSTY BROOKS and his FOUR TONES at their BEST on these MEMO releases—

1036 UPTOWN RHYTHM

LITTLE CHUM

1083 PLAY JACKPOT

THANK YOU FOR THE LIES

1098 PLEASE DON'T RUSH ME  
SECLUSION

Operator's Price 65c from  
K&M SERVICE, Distributors

1913 W. PICO BLVD.  
LOS ANGELES 6, CALIF.  
SEND FOR CATALOG

EXCLUSIVE  
SALES AGENTS  
"MEMO"  
RECORDS

MEMO

MEMO

PERFORMANCE RIGHTS  
LICENSED THROUGH  
BMI

MELODY  
MODERNE  
Incorporated

HOLLYWOOD 28, CALIFORNIA

GAMES, CONSOLE  
SLOT & VEST POCKET  
REPAIRING and  
REFINISHING

All work guaranteed  
Bring 'Em In!

— SEE —

PAUL A. LAYMON  
DISTRIBUTOR  
1503 West Pico Los Angeles 15

COIN  
MACHINE  
REVIEW

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FOR  
JANUARY  
1946

# LETTER FROM LONDON

LONDON—Operator, jobber and distributor are eagerly looking forward to new machines from the States and from the limited number of Suppliers in the United Kingdom. It's been a long, long time since new equipment was in evidence.

At the last meeting of the committee of the British Automatic Machine Operators' Society a nice attendance was in

evidence and a very full agenda. Outstanding matters were the mandate regarding Purchase Tax given to the Society at the open meeting of October 10, and the desire of coin-operated machine manufacturers for an early revival of the Amusement Trades Exhibition. A large number of suitable candidates were approved for membership. The "Peacock" hostelry at Islington numbers among its regular mid-day customers, one who has a history of coin machine making and operating on his own. He is William Hooper, though it must be only one in a million who calls him anything but "Bill." Bill frequently corresponds with the editor of America's COIN MACHINE REVIEW, who in a recent

letter to the patriarch of Pentonville Road (not forgetting the "Peacock") expressed a hope that English coin machine men were in for a terrific revival in the years ahead.

Alfred Crompton, operating the Crompton Workshop in the basement of S. Harvey's Amusement Supply, has designed a juke box, which after a trial spell in the Victoria Arcade, has been sold. When demonstrated, its 24 record load comprised 12-inch classicals, these being to the taste of the purchaser who is installing it in a class spot. Juke works with a three-penny slot and is in a class on its own for tone and volume. The button selector is electrical in operation.

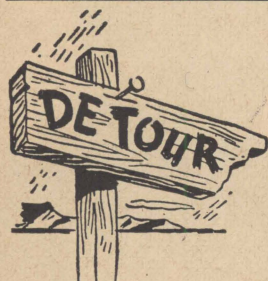
## PEERLESS DISCOS

Established O.P.A. Ceiling Price on American Pressings \$1.00 Retail; 60c Wholesale, plus Fed. Tax

### LATE POPULAR SELECTIONS NOW SHIPPING:

- |  |  |
|--|--|
| <p><input type="checkbox"/> 2118<br/>POR ESO NO DEBES—Bolero<br/>TRAVESURA—Bolero<br/>GABY DALTAS<br/>Orquesta de Noe Fajardo</p> <p><input type="checkbox"/> 2153<br/>PALABRAS DE MUJER—Bolero<br/>CUANDO SE QUIERE MUCHO—Bolero<br/>TONA LA NEGRA<br/>Orquesta de Absalon Perez</p> <p><input type="checkbox"/> 2162<br/>CUANDO TU VUELVAS A MI—Bolero<br/>DESEO—Bolero<br/>MARIO ALBERTO RODRIGUEZ<br/>Orquesta de Abel Dominguez</p> <p><input type="checkbox"/> 2196<br/>QUE COSA ES AMOR—Beguine<br/>10 MINUTOS MAS—Cancion<br/>MARIO ALBERTO RODRIGUEZ<br/>Orquesta de Juan S. Garrido</p> <p><input type="checkbox"/> 2203<br/>YO TE JURO POR DIOS—Cancion<br/>UNA NOCHE SERENA Y OSCURA—Cancion<br/>MARTIN Y MALENA<br/>Con Mariachi</p> <p><input type="checkbox"/> 2206<br/>SOLO CON MI DOLOR—Bolero<br/>NO TE ARREPIENTAS—Bolero<br/>MARIO ALBERTO RODRIGUEZ<br/>Orquesta de Juan S. Garrido</p> | <p><input type="checkbox"/> 2085<br/>CARTAS MARCADAS—Cancion<br/>GALLO TAPADO—Cancion<br/>HERMANES HERNANDEZ<br/>Con Mariachi</p> <p><input type="checkbox"/> 2215<br/>LA PANCHITA—Cancion<br/>LA VALENTINA—Cancion<br/>MANUELITA ARRIOLA<br/>Con Mariachi</p> <p><input type="checkbox"/> 2223<br/>LA BAMBA—Son Joracho<br/>FANTASIA IMPROMPTU—Swing<br/>Orquesta de Juan S. Garrido</p> <p><input type="checkbox"/> 2237<br/>CORRIDO VILLISTA—Corrido<br/>ALMA MIA DE MI GRANDOTA—Ranchera<br/>ANGELINA Y TONA<br/>Con Mariachi</p> <p><input type="checkbox"/> 2239<br/>HUMO EN LOS OJOS—Bolero<br/>ALMA LIBRE—Bolero<br/>MARIO ALBERTO RODRIGUEZ<br/>Orquesta de Noe Fajardo</p> <p><input type="checkbox"/> 2150<br/>QUE BONITO ES SER SOLDADO—Corrido<br/>A PUNO LIMPIO—Huapango<br/>SALVADOR GARCIA<br/>Con Mariachi de Occidente</p> |
|--|--|

AND MANY OTHER POPULAR RANCHERAS, BOLEROS, ETC.  
UNSOLICITED TESTIMONIALS PROVE PEERLESS WILL OUTWEAR ANY OTHER RECORD



## COAST RECORDS

TO  
THE HIT TUNE  
OF THE YEAR

2016 { DETOUR  
SIOUX CITY

JIMMY WALKER Acc. by

PAUL WESTMORELAND and His  
Pecos River Boys

COAST RECORDS 75c RETAIL; 45c WHOLESALE, PLUS FED. EXCISE TAX

SEND FOR COMPLETE CATALOGUE

The Greatest Voice in Western Music

### OZIE WATERS

Singing Star of Cottonseed Clark's  
Hollywood Barn Dance, KNX-CBS

And That Fine Vocal Trio, THE PLAINSMEN

{ ALONG THE NAVAJO TRAIL  
2015 { SILVER DEW ON THE BLUE GRASS  
TONIGHT

ACC. BY THE COAST RANCH HANDS

## CHAS. E. WASHBURN CO. — COAST RECORDS

1511 W. PICO BLVD.

EX. 3404—FE. 1171

LOS ANGELES 15, CAL.

COIN  
MACHINE  
REVIEW

35

FOR  
JANUARY  
1946

★  
Gerald  
Wilson  
★

# DEFINITELY - The TWO STAR BANDS of 1946!

## GERALD WILSON and His ORCHESTRA

—NEW RELEASES—  
ON EXCELSIOR RECORDS

#122 "MOON RISE"

Vocal by Pat Kay

"SYNTHETIC JOE"

Gerald Wilson Creation

#124 "TOP OF THE HILL"

Vocal by Dick Gray

"PUERTO RICAN BREAK-  
DOWN"

(Guaranteed money-maker; tested and  
proven on the automatics)

#126 "JUST GIVE ME A MAN"

Vocal by Bette Roche

"JUST ONE OF THOSE  
THINGS"

Vocal by Dick Gray

#149 "YENTA"

Vocal by Thrasher Sisters

"COME SUNDAY"

Instrumental arranged by Gerald  
Wilson

#150 "LOVE ME A LONG, LONG  
TIME"

Vocal by Estelle Edson

"I DON'T KNOW WHAT  
THAT IS"

Instrumental. Both arranged by Gerald  
Wilson

## JOHNNY OTIS and His ORCHESTRA

—NEW RELEASES—  
ON EXCELSIOR RECORDS

#152 "OMAHA FLASH"

A Solid Jump Number

"GOODBYE FOR  
AWHILE"

Vocal by Claude Trenier

#153 "JEFF HI STOMP"

"WAS IT WRONG"

Vocal by Claude Trenier

#141 "MY BABY'S BUSINESS"

Vocal by Jimmy Rushing

"PRESTON LOVE'S MAN-  
SION"

Instrumental

#142 "JIMMY'S ROUND THE  
CLOCK BLUES"

Vocal by Jimmy Rushing

"HARLEM NOCTURNE"

Instrumental

**JUKE BOX OPERATORS GET FIRST CALL  
ON THESE RECORDS**

ORDER FROM OUR NATIONAL DISTRIBUTORS:

WEST

Jack Gutshall Distributing Co.  
1870 W. Washington Blvd.  
Los Angeles 7, Calif.

MID-WEST

Metropolitan Record Co.  
4646 South Parkway  
Chicago

EAST

Apollo Record Dist. Co.  
615 Tenth Avenue  
New York City

# EXCELSIOR RECORD COMPANY

RO. 8375

3661 S. GRAMERCY PL.

LOS ANGELES 7, CALIF.



★ Johnny Otis ★



# YOUR RECORD HEADQUARTERS

**EXCLUSIVE**

*We Are Distributors of*

**EXCELSIOR**

**GILT EDGE**

**4 STAR**

**MODERN**

**RHYTHM**

**and ALVIN Records**

**IF IT'S GOOD—YOU CAN BE SURE IT IS ON  
ONE OF OUR LABELS!**

## **Bennett's "TOP FLIGHT" Needles**

42c each in lots of 100

## **Brand New PACKARD PLA-MOR Boxes**

**LIMITED QUANTITY—SEE US TODAY**

### **TITLE STRIPS**

**27 ON A SHEET FOR EASY  
HANDLING IN A TYPEWRITER**

|             | Per M<br>Sheets | Your Net<br>Cost |
|-------------|-----------------|------------------|
| 1,000.....  | \$7.50          | \$ 7.50          |
| 5,000.....  | 6.00            | 30.00            |
| 10,000..... | 5.00            | 50.00            |
| 30,000..... | 4.00            | 120.00           |

Easy "Snap" Perforation Fine  
Quality Bristol Stock. Stays  
Together While Typing.

Order now for future use. Bristol  
stock is getting scarce.

### **MAIN GEARS**

for Wurlitzers and Seeburgs

**\$2.75** each

### **BUCKLEY BOX METAL REPLACEMENT SIDES**

Interchangeable. Color: Red. 50c each.

### **PARTS**

**WE CAN NOW SUPPLY YOU WITH PRACTICALLY  
ALL PARTS FOR PACKARD EQUIPMENT.**

### **30 WIRE CABLE**

**WE CAN MAKE DELIVERY ON NEW CABLE IN  
QUANTITIES @ 22c PER FOOT**

### **Victory Skee Balls**

**BRAND NEW—ORIGINAL CRATES  
ORIGINAL PRICE—\$325.00**

**Only 7 at \$250. ea.**

### **CLOSING OUT**

**ALL MAKES AND MODELS OF  
AMPLIFIERS**

**SPECIAL PRICES**

# **JACK GUTSHALL DISTRIBUTING COMPANY**

1870 W. WASHINGTON BLVD.

(ROchester 2103)

LOS ANGELES 7, CALIF.

# SEEBURG PICK-UP COILS

EXCEPT 8800-9800

**\$1.50 each**

## FIBRE MAIN GEARS

for Seeburgs and Wurlitzers

(less steel hub)

\$3.00

\$33.00 per Dozen

## VOLUME CONTROL KEYS

for Seeburgs and Wurlitzers

Package of 24.....\$1.00

Package of 100..... 3.00

## QUANTITY PRICES TO DISTRIBUTORS AND JOBBERS

Terms: 1/3 deposit, balance C.O.D., F.O.B. Los Angeles

Seeburg and Wurlitzer  
PICK-UP REPACK RUBBER

5c per square inch

Minimum order—20 sq. in.

Seeburg 8800-9800  
PICK-UP COILS

\$2.00 each

and old coil

**FACTORY GUARANTEED AGAINST  
DEFECTIVE WORKMANSHIP AND MATERIAL**

# E. T. MAPE MUSIC COMPANY

1701 W. Pico Blvd.

(MANUFACTURING  
DIVISION)

DRexel 2341

Los Angeles 15, Calif.

## MUSIC RENTALS

(Continued from Page 30)

he says, is the basement of a church or local recreational center. In this way, he pointed out, they could supervise the dancing of the younger folks, who are going to dance anyway, and might as well do it under conditions acceptable to them.

He also showed them how, because of the low cost of the music, they could charge a nominal fee for dancing and have a suitable profit for use in their charities and other social endeavors. This profit, he says, reaches these ends which otherwise would never receive a penny of it.

And don't think this sales talk didn't work! Mothers' clubs and educational supervisory groups, he says, are numbered today among his most consistent customers.

Now we come to the brass tacks of this music side-line.

This particular operator charges \$7.50 per night for a sixteen record machine, \$9 per night for a twenty record instrument, and \$10 for twenty-four records. He delivers and picks up and has never lost or had a machine stolen. He has made an additional charge several times when his machines have met with more than usual wear. As much as possible he keeps to requested programs and finds that most groups leave the choice of program pretty much up to him with the exception of a few favored numbers.

He collects rental often in advance, but

in cases of established credit mails out statements and has not suffered a loss to date. He is as careful of the appearance of machines rented as those he keeps on choice locations. He sometimes puts out machines on the "pay as they use" basis, but in such cases demands his flat rate and returns all over that amount to the group sponsoring the event.

He advises strongly against gift or donation usage, using in his refusal a polite explanation to the effect that most of the renters have just cause to ask such favors and that if one is granted, others have every reason to believe that the same concession should be made to them. He takes very little time away from his regular business for the development of this phase, devoting only odd moments and taking up his office slack with the calls. Through his mechanized file system he is often able to forget the whole matter for days at a time, and remember it again only when he finds the figures in black ink in his monthly ledger.

So . . . music has and is paying him an extra dividend. And, as he says, extra dividends are rather a rarity these or any other days.

And, if you're still interested in his advice, any other music operator can do the same.

## Pioneer Coinman Passes

CLEVELAND—Robert E. Wagner, veteran Cleveland coin machine and Arcade operator, passed away here recently.

One of the real old-timers in the business, Wagner entered the coin operated field with a nickel player piano and formed the Wagner Automatic Piano Co., Akron, Ohio, later to build a piano of his own design. Piano had ready acceptance and was widely used in amusement spots at the time.

During a half century in the business Wagner operated in New Castle, Pa., Cleveland, Akron and other principal cities of the Midwest.

He is survived by his widow, Pearl, a daughter, Pearl June, and several grandchildren.

\* \* \*

A lot of men are hustlers five minutes before quitting time.



● The smart distributor and operator pay little attention to gossip which usually starts with a whisper and ends in a roaring false alarm. Play your hunches and you'll seldom go wrong, and play them when you first have the hunch. Remember, good hunches and good eggs soon spoil unless hatched.

● The salesman who will be most unsuccessful in the new day of selling, is the play boy "kid". He's a fast talker, just a breeze in the trees, and not half as much interested in business as in monkey business. On his way out (without an order or an installation order for new equipment) he'll give you this "well, old pal, my friend, glad to have seen you, you have a beautiful city here and all its beautiful gals." Then in (lowered voice), "By the way, you look like a real guy, maybe you could tell me where I could find a little charming company for tonight, huh, pal? A bite to eat, a little drink, a little dance, you know what I mean, huh, pal?"

Then, too, along will come the salesman "story teller type," . . . the "have you heard this one" and even though you've heard it and try to say so, you are doomed to hear it again if it kills you. I like a good story as well as anyone, but not the old chestnuts this type of salesman forces on us.

● The best plan for success is to get out on your own. To be dependent on others is usually a continual disappointment, and your best work will be performed by perseverance. Lost time is never found again, so make hay today.

## Frank Wixel Dies

INDIANAPOLIS — Frank Wixel, 49, distributor of automatic phonographs in Indiana and parts of Kentucky and Illinois, passed away at the Methodist hospital on November 25th.

A native of Council Bluffs, Wixel had been a local resident for the past seven years. He is survived by his widow and mother.

\* \* \*

Grown children are very much like younger ones—forever wanting something that isn't good for them.

COIN  
MACHINE  
REVIEW

38

FOR  
JANUARY  
1946

## Season's Greetings

to all our  
Friends and Customers

K. & M. SERVICE

1913 W. Pico Blvd., Los Angeles

**If You Want  
to Buy  
COIN WRAPPERS, COIN  
CHUTES and SUPPLIES**

3, 6, 7½, 10, 15 Amp  
Fuses, etc.

SEE  
**PAUL A. LAYMON**

DISTRIBUTOR

1503 West Pico Los Angeles 15



Way back in 1910, the predecessors of the AMI instrument, made by the founders in the original factory, boasted a hand-painted sign that read "Music Changed Weekly!" Even then, the operators of old-time pianos knew that the public likes plenty of music and plenty of variety. It was only natural that as the coin operated phonograph developed, it would be AMI that made the major contribution to the industry in the creation of the first practical selective device. Our understanding of selectivity, born so many years ago, will see new expression in the instrument that will soon be offered you.



COIN  
MACHINE  
REVIEW

39

FOR  
JANUARY  
1946

*Strategically  
Located*

THESE PIONEER AND W  
ARE READY TO

ROCK-OLA - The Phonograph

IN NORTHERN CALIFORNIA, OREGON, WAS

*In Oakland*

GEORGE A. MILLER

**NORTHERN DIST. Co.**

128 EAST 14TH ST., OAKLAND, CALIF.

Telephone: TWinoaks 3634



*In Seattle*

GEORGE SCHNABEL

**PUGET SOUND NOVELTY Co.**

114 ELLIOTT AVE. WEST

SEATTLE 99, WASHINGTON



*In San Francisco*

GEORGE R. MURDOCK &

**ASSOCIATES**

*Factory Representatives*

*Streamlined Distribution in the Modern Manner*

1797 UNION STREET, SAN FRANCISCO 23, CALIFORNIA

Telephone: PRospect 2974-2975

**M  
B  
W**

ROCK-OLA



**LOOK TO ROCK-OLA**

WELL ESTABLISHED ORGANIZATIONS  
SERVE YOU WITH THE NEW

ograph of Tomorrow!

SHINGTON, WESTERN IDAHO AND NEVADA

*In Portland*

E. ROLAND ALLEN, Mgr.

**NAT SCHOEN**

1516 N. E. 33 AVE.  
PORTLAND 13, OREGON



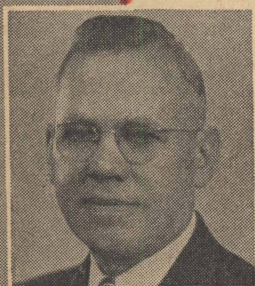
*In Spokane*

ARTHUR C. RUD

**A. C. RUD COMPANY**

947 EAST 29TH, SPOKANE 10, WASH.

Telephone: MAin 1475



E. GEORGE BENNETT

WILLARD WAYNE

C. R. MERRILL



ROCK-OLA

**- FOR LEADERSHIP!**



# BILL

IN CALIFORNIA

NEVADA

ARIZONA

THE



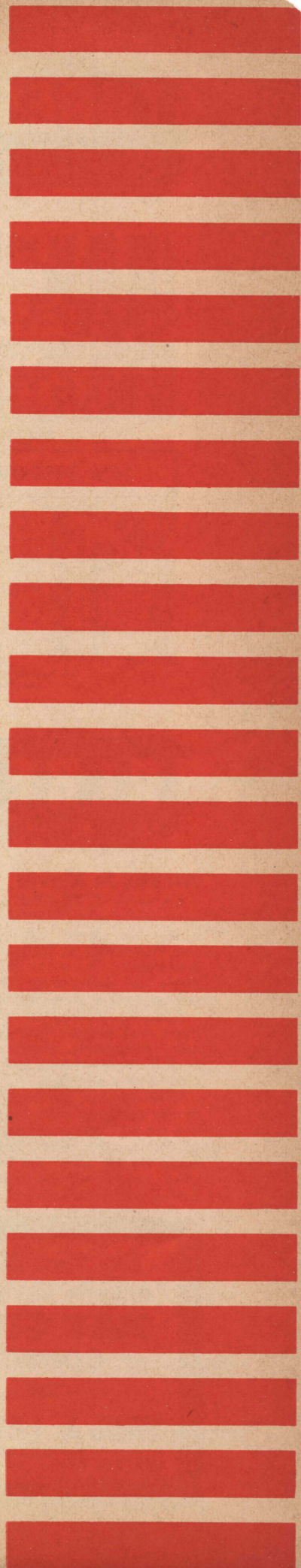
# WOLF

WILL HANDLE

## AMI

THE GREATEST MUSIC  
EVER HEARD—EVER SERVED

HAWAIIAN ISLANDS



# TUBES and ACCESSORIES

Complete Line of Phonographs and Parts

## NEW ACCESSORIES

|  |         |  |        |
|--|---------|--|--------|
| 8 MFD. Cond. (Tub. Can), 450V.....                         | \$ 1.25 | Universal Micro Switches for All Makes and Models, Per 6.....            | \$4.90 |
| 8 MFD. Cond. (Tub. Can), 600V.....                         | 1.75    | Micro Pick-Ups (Metal), Mills, Rock-Ola.....                             | 3.00   |
| 16 MFD. Cond. (Tub. Can), 450V.....                        | 1.75    | 2 Wire Rubber Covered Zip Cord, Ft.....                                  | .02    |
| 16 MFD. Cond. (Tub. Can), 600V.....                        | 2.50    | 8" P.M. Speakers.....  | 4.00   |
| 8 MFD. Cond., 450V.....                                    | .70     | 10" P.M. Speakers.....   | 6.25   |
| 16 MFD. Cond., 450V.....                                   | .90     | 12" P.M. Speakers.....   | 8.00   |
| 20-20 MFD. Cond., (Drive).....                             | .85     | Power Transformers, All Models.....                                      | 7.00   |
| Rock-Ola Motors (150V).....                                | 18.50   | Electric Soldering Irons.....  | 1.50   |
| Ball Bearings for Wurlitzer Actuating Arms, 24's, Etc..... | .75     | 5 Ft Shielded Wire with Posts (Both Ends), Improves Tone of Machine..... | .25    |
| In Put-Out Put Transformers.....                           | 2.25    | 23150 Wurlitzer Block Ratchet Trip, 616, 500, 600, Etc.....              | 1.10   |
| Volume Control Boxes, Wurlitzer.....                       | 3.50    | 23152 Catch Ratchet, 616, 500, Etc.....                                  | .60    |
| Rock-Ola Belts.....  | .60     | Main Fibre Gears (the Best).....   | 4.25   |
| Actuating Arms, All Models, Wurlitzer.....                 | 3.00    | Star Wheel Pins for Wurlitzer.....                                       | .20    |
| Front Glass for Wurl. 61 Counter Model.....                | 1.35    | Star Wheels for All Models Wurlitzers.....                               | 1.50   |
| Front Glass for Wurl. 71 Counter Model.....                | .90     |  |        |
| Brake Bands, All Wurlitzer Models.....                     | 1.00    |  |        |
| Needle Screws for Wurlitzer or Seeburg, Per Doz.....       |         |  |        |

## TUBES FOR THE COIN MACHINE INDUSTRY

10% DISCOUNT ON ORDERS OF \$25.00 OR OVER!

|                                    |                  |                             |                   |                  |                 |
|------------------------------------|------------------|-----------------------------|-------------------|------------------|-----------------|
| 01A .....\$ .55                    | 2A4G .....\$1.75 | 6F8 .....\$ .60             | 117L7 .....\$1.85 | 35L6 .....\$1.00 | 45 .....\$ .80  |
| 024 .....1.10                      | 3Q5 .....1.60    | 6G6 .....50                 | 117P7 .....1.85   | 35Z3 .....1.30   | 46-47 .....1.10 |
| C.E. 23 for Chicken Sams .....1.65 | 5U4 .....1.25    | 6H6 .....65                 | 117Z6 .....1.60   | 35Z5 .....80     | 70L7 .....1.95  |
| IA5 .....1.25                      | 5Y3 .....75      | 6J5 .....60                 | 12K7 .....1.00    | 50Y6 .....1.10   | 56 .....65      |
| IA7 .....1.60                      | 5Z3 .....90      | 6K7 .....85                 | 12SA7 .....1.15   | 24 .....85       | 57 .....90      |
| IC5 .....1.10                      | 524 .....90      | 6L6 .....1.15               | 12S17 .....75     | 26 .....75       | 58 .....90      |
| IC5 .....1.10                      | 524 .....90      | 6Q7 .....90                 | 12SK7 .....85     | 27 .....55       | 75 .....85      |
| IH4 .....1.00                      | 6A6 .....1.35    | 6SC7 .....85                | 12SQ7 .....85     | 30 .....1.00     | 76 .....60      |
| IH5 .....1.30                      | 6A8 .....1.00    | 6SK7 .....80                | 12SR7 .....70     | 32 .....75       | 77 .....90      |
| ILA6 .....2.35                     | 6C5 .....65      | 6SQ7 .....90                | 14A7 .....1.50    | 33 .....1.00     | 78 .....90      |
| ILD5 .....2.00                     | 6C6 .....90      | 6V6 .....50                 | 14C7 .....1.35    | 38 .....60       | 79 .....90      |
| ILE3 .....1.75                     | 6C8 .....1.25    | 6X5 .....85                 | 25L6 .....1.30    | 38 .....60       | 80 .....65      |
| IN5 .....1.60                      | 6D6 .....90      | 7A8 .....1.30               | 25Z5 .....1.00    | 39/44 .....50    | 83 .....1.00    |
| IQ5 .....1.60                      | 6F5 .....1.00    | 70L7, Adpt. Compl. ....1.45 | 25Z6 .....1.00    | 41 .....85       | 83V .....75     |
| 2A3 .....1.60                      | 6F6 .....1.10    |                             | 35A5 .....1.30    | 43 .....1.10     | 2051 .....1.45  |

We have many more Tubes too numerous to mention—ready for shipment. We have a full line of Phonograph Parts and Phonographs.

Deposit Required With All Orders!

# ALBENA SALES CO.

587 10th AVE., NEW YORK 18, N. Y. • Longacre 5-8334

## Aireon In Movie

KANSAS CITY—Following its highly successful movie, "Railroading by Radio," Aireon has signed with producers Morey and Sutherland of Hollywood for another production. It is to be a sound-color movie to demonstrate the corporation's new automatic phonograph.

Specially highlighted will be the electronic and remote control features of the new phonograph, along with demonstrations of tone, coloring and a general background of production.

Mike Amstoy has been sent to Aireon by the studio, to write "on the spot" script and get correct engineering data and background for the film. Release should be ready shortly after the first of the year when prints will be made available to Aireon distributors throughout the country.

**Do You Need  
Arcade Equipment  
RAY GUNS  
or CONSOLES?**

— SEE —

**PAUL A. LAYMON**  
DISTRIBUTOR  
1503 West Pico Los Angeles 15

## Eaton Venison Dinner

CHICAGO—Those AMI distributors who happened to be in Chicago on Wednesday, Nov. 28, were invited to be guests at a venison dinner staged by DeWitt (Doc) Eaton, General Sales Manager of AMI. Among those at the party were host Doc Eaton, James Mangan, Mangan & Eckland; Bill Wolf, California Amusement Co., Los Angeles; Barney Sugarman, Runyon Sales Co., Newark, N. J.; Harry Brown and Dave Yaras, American Amusement Co., Chicago; Paul Bleck, Service Manager for AMI, Forest Teeter, Parts Manager, AMI, and John Swisher, manager of the AMI Hostess division.

## Aireon Men Active

LOS ANGELES—Aireon men in the Western States have been busy the past month. M. W. McBroom, of Phoenix Distributing Co., will soon move into his new building in Phoenix to distribute Aireon phonographs in Arizona and New Mexico.

Clayton Ballard, Pacific Northwest District Manager, has completely covered his district and closed all of the territory with distributor assignments. Ed Wisler, District Manager for Arizona, New Mexico and Northwest Texas, is planning on moving to Phoenix the day a home is available.

Frank Navarro, distributor in Mexico, D. F., will return from Mexico City to spend the holidays in Los Angeles. J. P. Blackwell, Blackwell Dist. Co., distributors in the Rocky Mountains, is wintering at his home in Louisiana but plans to be back at his Denver headquarters after the first of the year to help pass out the new phonos.

C. D. Kemp, District Manager in the Rocky Mountain district, attended a wedding last month in which he was the bridegroom. Mr. and Mrs. Kemp will make their home in Denver.

## Cronen Appointed S. M.

LOUISVILLE, Ky.—Southern Automatic Music Co. has announced the appointment of Dan J. Cronen as sales manager as the first move in an expansion of their sales organization.

Cronen will be in direct touch with the firm's offices in Louisville, Indianapolis, Cincinnati and Nashville. New offices will be opened in Evansville and Fort Wayne, Ind.; Chattanooga; Dayton, Ohio and Lexington, Ky.

Cronen has been an active sales executive for a number of years and intends to develop a solid association between Southern Automatic Music employees and music operators.

## Distrib Readies Showrooms

CHICAGO—DeWitt (Doc) Eaton has heard from his AMI northern Ohio distributor, Gary Weber, that E. & W. Distributing Co.'s new display rooms will be ready soon. They are said to be the most modern and distinctive in the territory.

E. & W. Distributing has been in business exclusively with AMI for seventeen years. During that time the firm has devoted itself solely to music.

Gary Weber, who heads the concern, is a member of the State Board of the Phonograph Operators of Ohio. He is also a member of the Executive Board of the Cleveland Chapter.

## TUBULAR COIN WRAPPERS

FOR IMMEDIATE DELIVERY! ORDERS FILLED IN ROTATION ONLY!  
PACKING PRICES

|                        |              |
|------------------------|--------------|
| 50c PENNIES .....      | 19 M to Case |
| \$2.00 NICKELS .....   | 17 M to Case |
| \$5.00 DIMES .....     | 20 M to Case |
| \$10.00 QUARTERS ..... | 15 M to Case |

ORDER IN QUANTITIES CONFORMING TO ABOVE PACKING IF POSSIBLE.

Less Than Case Lots. Assorted Denominations, 70c Per M.

SPECIAL! REBUILT RECTIFIERS, WHILE THEY LAST.....\$1.00

# BLOCK MARBLE CO.

1527 FAIRMOUNT AVE.

PHILADELPHIA 30, PA.

Get it from BLOCK—They have it in stock!

COIN  
MACHINE  
REVIEW

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FOR  
JANUARY  
1946

## *An Announcement By*

### **THE PERSONAL MUSIC CORPORATION**

We are now the exclusive manufacturer and national distributor of the

### **P H O N E T T E**

We now own or control all the rights to this patented "Measured Music Box" and the registered trade mark:

### **M E A S U R E D   M U S I C**

We are proud to introduce the beautiful new Model "D" Phonette . . . a marvel of Electro-Acoustical Engineering . . . developed in our own laboratories by one of America's foremost design engineers.

These superbly modern styling innovations and startling new technical features spot-light the Model "D".

- **ACOUSTICURVE CABINET**  
Welded Steel
- **MIRROR CHROMIUM FINISH**  
Entire Cabinet . . . 10-Year Plate
- **PLEXIGLAS INSTRUCTION PANEL**  
Approximately  $\frac{1}{8}$  inch Thick
- **REAL EDGE-LIGHTING**  
Soft . . . Legible
- **TONE DEFLECTING GRILLE**  
Strong . . . Tamper Proof
- **CONCEALED COIN DRAWER**  
Extra Large Capacity
- **VERTICAL COIN DROP**  
Accessible . . . Sanitary
- **EAR-BALANCED TONE**  
Mellow . . . Clear
- **PEREAC VOICE CIRCUIT**  
Absolute Impedence Matching
- **MOTOR ACTUATED SWITCH**  
Failure-Proof Contacts
- **SIMPLIFIED MAINTENANCE**  
Highly Accessible Mechanism
- **SIMPLIFIED INSTALLATION**  
Fewer Wires . . . T-Connectors
- **PHONETTE LOCATION AMPLIFIERS**  
Perfectly Matched
- **CENTRAL STUDIO AMPLIFIERS**  
Completely Coordinated

You, too, can participate in this spectacular new trend in coin-operated music!

**WRITE**

### **PERSONAL MUSIC CORPORATION**

Los Angeles Office

7020 Melrose Avenue (38)

Home Office, New York City

1697 Broadway (19)

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JANUARY  
1946

# BRING 'EM IN!

We're ready to take care of all of your phonograph repair and maintenance problems, in one of the finest and best equipped shops in the West. Factory trained mechanics are on hand to work on your phonographs and amplifiers. Honest, conscientious consideration given every job—large or small—and at reasonable rates.

## Cash Waiting

for used Phonographs and Remote Control Equipment. What have you to sell? We're definitely interested and will pay the top figure the market affords.

AND, if you are in need of any phonograph equipment we'd like the privilege of serving you.

## NELS NELSON

2329 W. Pico Blvd., Los Angeles 6, Calif.  
Fitzroy 0545

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### Platter Plant Burns

HOLLYWOOD — Swiftly-moving flames, following an explosion, on December 14th caused damage estimated at \$50,000 at the Charles Eckart Co., phonograph record processing plant catering to a number of independent record producers.

Five fire companies answered the alarm and fought the stubborn blaze, which followed an explosion occurring in the rear of the one-story brick building where there were 71 vats containing sulfuric acid and benzine. An employe polishing records nearby turned on an electric switch and a spark ignited the benzine fumes.

Estimated loss did not include the losses suffered by plattermakers who had masters and stampers in the plant.

### N.W. Aireon Men Meet

SPOKANE — December 13th and 14th were important days for the Northwest Aireon distributors. In attendance at a meeting at the famous Davenport hotel were Clayton Ballard, Aireon district manager, Wally Solomon and Budge Wright of Western Distributors of Seattle and Portland, Bill Olney of Missoula, and Ed Perry of Interstate Novelty in Spokane.

Meeting was called for the purpose of laying plans for a cooperative and friendly relationship in the sale of Aireon phonographs in the northwest.

### McBroom Builds in Phoenix

PHOENIX — Ground was broken here in November for a new building to house the Phoenix Distributing Co. on Washington Street.

M. W. McBroom, owner of Phoenix Distributing, says the building will be completed and they will be set up for business February 1st and ready to display the new Aireon phonographs.

### G. I. Firm Organized

PHILADELPHIA — G. I. Music Corp., organized to buy, sell, lease and operate automatic phonographs and auxiliary equipment, has made its appearance in the local operating picture.

Completely G. I. in nature the new outfit is reported to be composed of returning veterans who will employ only Vets. of World War II to fill posts in the organization.

Obviously the new group have a forceful operating name and can lend some beautiful competition to the local phonograph field if the most is made of the set-up.

### Aireon Increases Space

KANSAS CITY — The largest phonograph manufacturing plant in the nation can well be the claim of the Aireon Manufacturing Corp., with plants number 1, 2, 3 and 4 now combined under one roof to provide 500,000 square feet of manufacturing area, with an additional 400,000 square feet of concrete parking space; plus railroad sidings and loading and unloading facilities.

This huge plant will be devoted exclusively to the manufacture of the new Aireon phonograph, soon to make its appearance throughout the nation.



*WE are grateful to our friends for their confidence in us in the years past, and we hope we shall continue to merit their goodwill.*

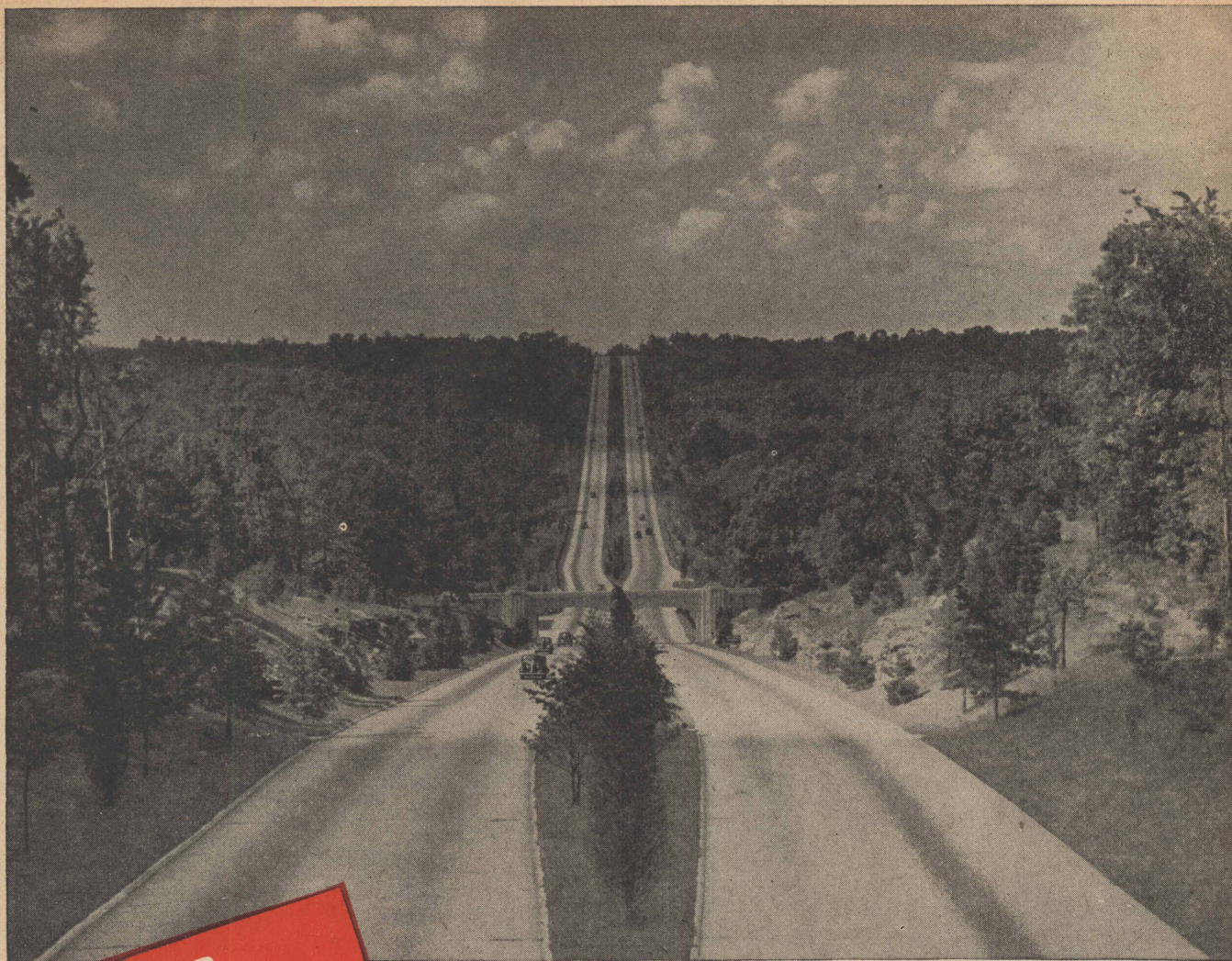
*Paul A. Laymon*

1503 W. Pico Blvd.

Los Angeles 15, Calif.



Packard Pla-Mor boxes being turned out on the first assembly line setup at the Packard plant in Indianapolis.



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1946

**MUSIC  
OPERATORS**

*Go Aireon*

*the modern highway to increased profits*

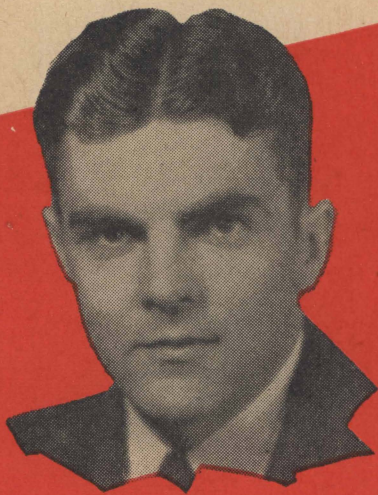
Music Operators! Do you want a phonograph custom-tailored to meet your particular location needs? Aireon's new tailored engineering anticipates and incorporates your service requirements into the new Aireon Automatic Phonograph—"tailors" music to fit any area, from cubbyhole size to ballroom—with 24 built-in, revolutionary features designed to solve the music operator's individual location problems. For higher profit returns—remember the watchword: FROM NOW ON—AIREON!

**Aireon**

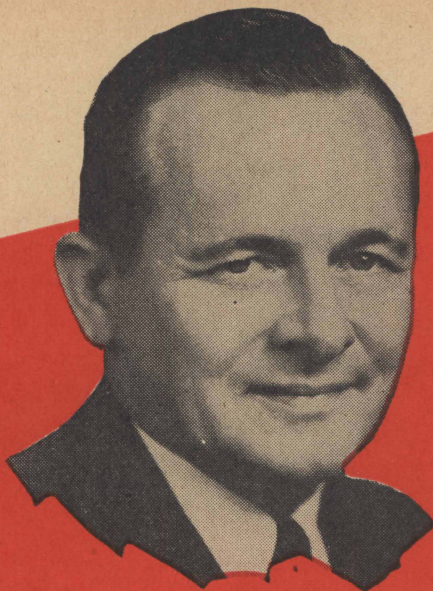
MANUFACTURING CORPORATION

Radio-Phonograph Division • 1233 GRAND AVE., KANSAS CITY 6, MO.

**WHERE WILL YOU BE ON "A-DAY"?**



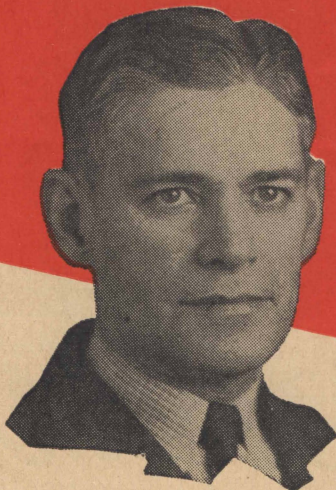
**ED WISLER**  
Southern Dist. Mgr.  
Los Angeles, Calif.



**W. E. SIMMONS**  
WESTERN MANAGER  
Hollywood, Calif.



**CLAYTON BALLARD**  
Northern Dist. Mgr.  
Portland, Ore.



**CLIFFORD D. KEMP**  
Rocky Mountain Dist. Mgr.  
Denver, Colo.

## ***Pledged To Bring The West Coast The Best—FIRST!***

Western Music Operators will no longer have to take out-dated models or "dressed-up" versions of pre-war automatic phonographs. From Aireon Distributors there will soon be available Aireon—the only completely New 1946 equipment. We are pledged to bring Aireon's amazing new eye-appeal, new play-appeal, new electronic perfection in sound and mechanism, new freedom from service trou-

bles, to the West Coast First!

There will be *nothing* to equal Aireon automatic phonographs and remote equipment for performance and profit.

To tie up and hold the best locations, see your Aireon Distributor right now and tell him you want your top spots to be First with the Finest!

From Seattle to San Diego the watchword of Music Operators is—

***From Now On—***

# **Aireon**

MANUFACTURING CORPORATION

**W. E. SIMMONS**  
1025 N. Highland  
Hollywood, Calif.

**CLAYTON BALLARD**  
3604 N. E. 18th Ave.  
Portland, Oregon

**CLIFFORD D. KEMP**  
Standish Hotel  
Denver, Colorado

**ED WISLER**  
2546 Westgate Avenue  
W. Los Angeles 34, Calif.

*Your  
Headquarters for*

**Aireon**

**Automatic Phonographs  
Sales and SERVICE**

For your Top Spots there is only one answer  
—the Best and the Finest—the only Automatic  
Phonograph with completely New eye-appeal, play-appeal,  
freedom from mechanical trouble—

**Aireon**

For the only really Post-war Automatic  
Phonograph Equipment and for real  
service, see your Aireon Distributor

Western Distributors  
3126 Elliott Avenue  
Seattle, Washington

Interstate Novelty Co.  
14 W. Sprague  
Spokane, Washington

Western Distributors  
1226 S. W. 16th St.  
Portland, Oregon

Osborn Distributing Company  
c-o Hotel Leamington  
Oakland, California

Nickabob Sales Company  
602 Fulton Street  
Fresno, California

Gutshall Distributing Co.  
1870 W. Washington  
Los Angeles, California

Nickabob Sales Company  
2525 W. Pico Boulevard  
Los Angeles, California

Blackwell Distributing Company  
Sixth Avenue & Milwaukee St.  
Denver, Colorado

Phoenix Distributing Co.  
1211 N. Third Avenue  
Phoenix, Arizona

WESTERN DISTRIBUTORS FOR

**Aireon**

MANUFACTURING CORPORATION

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1946

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***“From Now On - - - It's AIREON!”***

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## GREETINGS

**TO THE MUSIC OPERATORS IN  
THE ELEVEN WESTERN STATES,  
MEXICO, ALASKA AND HAWAII**

. . . **AS** WE APPROACH  
the first peacetime year in five long years, I am  
happy to announce my affiliation with the Aireon  
Manufacturing Corporation - - - a new manufac-  
turer of Automatic Phonographs - - - but an organ-  
ization composed of veteran and seasoned execu-  
tives in the field of automatic music.

In affiliating with Aireon I feel I will be privi-  
leged to offer my hundreds of music operator friends  
in the Western States the finest automatic phono-  
graph it is possible to build . . . an instrument that  
will eventually be a pacemaker for the entire In-  
dustry.


Before very long the curtains will part and for  
the first time we'll be able to reveal to you this  
revolutionary new phonograph. I know you will  
find it to your advantage to see the new Aireon in-  
struments before you plan your new equipment  
purchases for the years ahead.

**W. E. SIMMONS**

**AIREON REGIONAL SALES MANAGER,  
WESTERN DIVISION**

**1025 N. Highland Ave., Hollywood 28, Calif.**

**GRanite 4148**



### ***Check These:***

**ONLY AIREON AUTOMATIC PHONO-  
GRAPHS GIVE YOU THESE EXCLU-  
SIVE TRUE FIDELITY FEATURES**

#### **- 1 -**

Distinctive Modern Cabinets  
designed by Raymond Loewy,  
internationally famous New  
York industrial designer, in-  
sure top play appeal.

#### **- 2 -**

Unusual Ease of Selection on  
Organ Type Keyboard, clear-  
est visibility and easy push  
button control.

#### **- 3 -**

Ease of Accessibility to All  
Mechanisms, and allied com-  
ponents. May be extracted in  
a matter of minutes through  
front door.

●  
***These and Many Other EXCLUSIVE Ad-  
vantages Are Yours Only in AIREON'S  
AUTOMATIC PHONOGRAPHS***

●  
**Read On →**

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***“From Now On - - - It's AIREON!”***

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***“From Now On - - - It's AIREON!”***

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In  
Los Angeles:

THE  
JACK GUTSHALL  
DISTRIBUTING CO.

— AIREON DISTRIBUTORS —

1870 West Washington Street

Los Angeles 7, California

ROchester 2103

↓  
***Check These:***

ONLY AIREON AUTOMATIC PHONO-  
GRAPHS GIVE YOU THESE EXCLU-  
SIVE TRUE FIDELITY FEATURES

**- 4 -**

Sensationally New Tonal Arch  
adjusts to assure custom tai-  
lored reproduction for loca-  
tions of every size and shape.

**- 5 -**

Parabolic Sound Distribution  
or “tone flooding” leaves no  
dead spots in locations.

**- 6 -**

Specially Constructed 15-Inch,  
12,000-Cycle Speaker carries  
maximum full range of har-  
monics and tone frequencies  
under the most extreme condi-  
tions.

●  
*These and Many Other EXCLUSIVE Ad-  
vantages Are Yours Only in AIREON'S*  
AUTOMATIC PHONOGRAPHS  
●

Read On →

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***“From Now On - - - It's AIREON!”***

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***“From Now On - - - It's AIREON!”***

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*In*  
*Los Angeles:*

**NICKABOB SALES CO.**

— AIREON DISTRIBUTORS —

2525 West Pico Street

Los Angeles 6, Calif.

FAirfax 1107



*In Fresno:*

**NICKABOB SALES CO.**

— AIREON DISTRIBUTORS —

602 Fulton Street

Fresno, Calif.

↓  
***Check These:***

ONLY AIREON AUTOMATIC PHONO-  
GRAPHS GIVE YOU THESE EXCLU-  
SIVE TRUE FIDELITY FEATURES

**- 7 -**

Unique Power Saving Device  
reduces current consumption  
automatically when phono-  
graph is idle. Does not create  
load on tubes and components  
at start of each play.

**- 8 -**

Built to Control and Match  
Frequency Range of contem-  
porary records. Does not carry  
into ranges in which no music  
has been placed on records.

**- 9 -**

Pick Up Cartridge is instan-  
taneously replaceable. No wir-  
ing or soldering necessary.



*These and Many Other EXCLUSIVE Ad-  
vantages Are Yours Only in AIREON'S  
AUTOMATIC PHONOGRAPHS*



Read On →

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***“From Now On - - - It's AIREON!”***

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***"From Now On - - - It's AIREON!"***

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*In the  
Bay District:*

DE LOSS OSBORN

**OSBORN DISTRIBUTING  
COMPANY**

— AIREON DISTRIBUTORS —

*Temporary Address:*

c/o Leamington Hotel

Oakland, Calif.



***Check These:***

ONLY AIREON AUTOMATIC PHONO-  
GRAPHS GIVE YOU THESE EXCLU-  
SIVE TRUE FIDELITY FEATURES

**- 10 -**

Aireon's Exclusive "Distortion  
Discriminator" provides for  
*AUTOMATIC* volume control  
under any and all conditions.

**- 11 -**

Pick Up Head is made of new  
lightest weight magnesium, in-  
suring less record wear and  
true tone fidelity.

**- 12 -**

Pick Up Indexes Automatic-  
ally for same position under all  
leveling conditions.



*These and Many Other EXCLUSIVE Ad-  
vantages Are Yours Only in AIREON'S*  
**AUTOMATIC PHONOGRAPHS**



Read On —————>

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***"From Now On - - - It's AIREON!"***

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***“From Now On --- It’s AIREON!”***

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*In  
Portland:*

BUDGE WRIGHT

**WESTERN DISTRIBUTORS**

— AIREON DISTRIBUTORS —

1226 S. W. 16th Street

Portland, Oregon

ATwater 7565



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***Check These:***

ONLY AIREON AUTOMATIC PHONO-  
GRAPHS GIVE YOU THESE EXCLU-  
SIVE TRUE FIDELITY FEATURES

**-13-**

New and Different Record  
Handling: No sagging trays,  
no grabbing of the record.

**-14-**

Free Moving, Free Flowing  
Movement of the Record at all  
times under positive control.

**-15-**

Rim Drive Turntables of the  
type used by major radio sta-  
tions. No motor hum or gear  
noises can be transmitted from  
turntable to pick up.

●

*These and Many Other EXCLUSIVE Ad-  
vantages Are Yours Only in AIREON'S*  
AUTOMATIC PHONOGRAPHS

●

Read On →

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***“From Now On --- It’s AIREON!”***

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***"From Now On - - - It's AIREON!"***

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In  
Seattle:

WALTER SOLOMON

## WESTERN DISTRIBUTORS

— AIREON DISTRIBUTORS —

3126 Elliott Avenue

Seattle, Wash.

Garfield 3585



### Check These:

ONLY AIREON AUTOMATIC PHONO-  
GRAPHS GIVE YOU THESE EXCLU-  
SIVE TRUE FIDELITY FEATURES

#### - 16 -

All Parts Are Interchangeable.

#### - 17 -

"Hide Away Rack" allows ex-  
traction of entire mechanism in  
a matter of seconds.

#### - 18 -

Because of Trouble Free Con-  
struction and Ease of Chang-  
ing Records, operators can  
service and operate many more  
Aireon Phonographs with the  
normal crew of men.

●

*These and Many Other EXCLUSIVE Ad-  
vantages Are Yours Only in AIREON'S*  
AUTOMATIC PHONOGRAPHS

●

Read On —————→

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***"From Now On - - - It's AIREON!"***

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***"From Now On - - - It's AIREON!"***

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In  
Spokane:

ED PERRY

INTERSTATE  
NOVELTY COMPANY

— AIREON DISTRIBUTORS —

14 West Sprague,

Spokane, Wash.

Main 3439



***Check These:***

ONLY AIREON AUTOMATIC PHONO-  
GRAPHS GIVE YOU THESE EXCLU-  
SIVE TRUE FIDELITY FEATURES

**- 19 -**

Faster Change Cycle of Rec-  
ords provides for more plays  
per hour, thus greater earning  
potentialities.

**- 20 -**

Positive Recording of All  
money dropped in either re-  
mote control boxes or phono-  
graph, plus individual record  
of all overplays and record  
popularity.

**- 21 -**

Positive Action Frequency  
Control over co-axial cable in-  
sures long life trouble free op-  
eration of wall and bar boxes.

●  
*These and Many Other EXCLUSIVE Ad-  
vantages Are Yours Only in AIREON'S  
AUTOMATIC PHONOGRAPHS*

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Read On →

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***"From Now On - - - It's AIREON!"***

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JIM BLACKWELL

**BLACKWELL DISTRIBUTING  
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— AIREON DISTRIBUTORS —

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Denver 6, Colorado

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Exclusive "I-C" provides a  
unique and entirely different  
mode of "intelligence conver-  
sation" from wall boxes to me-  
chanism.

**- 23 -**

Transmission and Receiving  
Assembly identical with those  
used in air lines, radio sta-  
tions, etc., on a smaller scale.

**- 24 -**

Permanently Mounted Die  
Cast Cases have unusual light-  
ing effects with minimum of  
current consumption.

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vantages Are Yours Only in AIREON'S*  
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SIVE TRUE FIDELITY FEATURES

**-25-**

Built for Matching Either  
Magnetic or Crystal Pick Up  
with no additional parts or  
changes to be made.

**-26-**

All Aireon Amplification  
Equipment is “climatized”—  
prevents fungi growth, salt  
erosion, damage from heat,  
cold, humidity.

**-27-**

Special Shielding Throughout  
Entire Amplifier eliminates  
hum and other extraneous  
noises.

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*These and Many Other EXCLUSIVE Ad-  
vantages Are Yours Only in AIREON'S*  
AUTOMATIC PHONOGRAPHS  
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***“From Now On - - - It’s AIREON!”***

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REPUBLIC OF MEXICO

**AIREON’S**

REVOLUTIONARY NEW PHONOGRAPHS

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***“From Now On --- It’s AIREON!”***

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***Now —***

**YOU’VE READ  
OUR STORY!**

RE-READ ALL 27 FEATURES AND YOU’LL AGREE

**FROM NOW ON --- IT’S AIREON!**

***Maintain Your High Income Level  
the Modern Way—***

**GO AIREON**

The New Highway for **SUCCESSFUL MUSIC OPERATORS**

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***“From Now On --- It’s AIREON!”***

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## Baltimore

Amusement Center, one of the larger arcades in this city, plans to install equipment for serving hot dogs through vending machines, and also ice cream, according to B. A. Price, general manager.

Amusement Center is owned by Arthur B. Price, who is a Baltimore City Councilman. Price also owns the Lakewood Swimming Pool, Gwynn Oak Amusement Park, College Inn Restaurant, and the Aurora Theater. He is one of the best known figures in the Baltimore entertainment field.

The General Vending Service Co., new distributors for Aireon, recently held an operators' sales conference at their show-rooms, which was attended by more than 100 operators in Baltimore and vicinity. A word picture of the new phonograph and highlights were presented to the operators. General also held a similar sales conference for operators in the Washington market.

Music Box Service, Inc., has been organized and formed to engage in music box operations in Baltimore. It is by far the largest such enterprise formed in Baltimore in many years. Officers of the firm are Jerry Benesch, president, Dewey Farbaum, treasurer and Kathleen Benesch, secretary.

Organization starts operations off with around 200 music box units. Its initial business will include at least that number of spots.

Aaron Folb, well-known music box operator until his recent retirement, has become advisor to Benesch, who incidentally is Folb's cousin.

Folb, until his retirement, operated as the Phoenix Novelty Co. and in his heyday, he operated over 300 units.

Samuel Rinzler was recently named manager of record activities for Musical Sales Co., J. P. Seeburg Corp., Distributor in the Baltimore area. They are also exclusive distributors for Pfanstiehl Needles in this market.

Captain Harold Webb has been named manager of operations. The Captain is still in the service but is expecting his discharge at an early date.

Mac Lesnick is president of Musical Sales Co., which also has branches in Washington and Richmond.

At a recent meeting of automatic merchandisers of Baltimore and Washington, D.C., formation of the Automatic Merchandising Association of Maryland and the District of Columbia was announced, with B. W. Scheuer, president of Vendomat Corp., of America, chosen president of the organization; vice-presidents named were G. H. Duckett, of the G. H. Macke Corp. of Washington, D.C.; J. Gilbert Stine, of the Serv-U Vending Co. of Hagerstown, Md.; E. R. Morse, of the Canteen Co., Baltimore.

A. Stanley Reehling, president of the Vending Corp., of Baltimore, was named secretary and C. R. Greasley, of the Vendomat Corp. of America, was elected treasurer.

Members of the Board of Directors chosen were: S. H. Todd, of H. S. Todd & Co. of Salisbury, Md.; S. F. Roth, National Distributors, Inc., Washington, D.C.; and W. J. Boersma.

The Melody Music Co. has been organized by Joseph Samuels and Ernie Goodmen, both former service men with the United States army. They operated before the war as the Bond Coin Machine Co.

Partnership has opened for business on Mount Royal avenue.

John F. Ignace



Bill Happel

### Happel Has Keeney

LOS ANGELES—William Happel, of Badger Sales Co., has closed a deal for the representation of the game line of J. H. Keeney & Co. in Southern California, Arizona and Southern Nevada; and for his Badger Novelty Co. in Milwaukee, to represent Keeney in the state of Wisconsin and Northern Michigan.

"In the future I believe coin machine distributors will have to specialize in fewer lines," said Bill Happel in speaking of the appointment. "Specialization has its advantages. First, it permits a distributor to carry an adequate line of replacement parts on the machines he is representing instead of a varied and incomplete assortment of parts for dozens of manufacturers. Our mechanics are schooled in the equipment we are distributing and can render better service to operators."

Badger Sales and Badger Novelty have the distribution for Rock-Ola Manufacturing Corp. in the same territories.

New staff additions at Badger Sales include Edmund Y. Gunsteens, for several years with Rock-Ola as a service director; Oliver T. Dawson, well known repairman who has closed his shop to join Badger; and Charles Y. Webb, in the repair and maintenance division.

Badger has launched its export activi-

ties in first class fashion with the first shipment of 15 new machines going to Manila, P. I., during December, and 2 of a shipment of 50 Panorams leaving for Johannesburg, South Africa.

### Easy Glass Mender

PHILADELPHIA — Sam Lerner has found a new item which is most effective, and far superior to glue and rubber cement, in patching and repairing broken glass in coin-operated amusement and vending devices. It's alum! It holds the glass rigid and is more inconspicuous than other adhesives. It can be melted in a tin container under a cigarette lighter or matches and glass can be mended on location.

Glass mended with alum has a tendency to be stronger if the substance is spread over the inside portion of the glass. Since it is transparent, it does not destroy the display advantages of the machine but merely serves to cushion the glass when it receives jars or knocks.

"Glass was always one of our biggest headaches," Lerner said, "but now that we have discovered the advantages of alum, we are free to turn our attention to servicing other details of the machines to make for better all-around efficiency. We've had no complaints from locations where alum was used to repair machine glass instead of replacing the glass entirely."

### Aireon for Hawaii

HOLLYWOOD—Phil Kellerman, owner of Pacific Jobbers and former manager of Bergstrom Music Co., Honolulu, has closed a deal with W. E. Simmons, Aireon Western Regional Manager, whereby his firm will handle the Aireon distribution in the Islands.

Kellerman and Simmons have been closely associated in the sale of musical instruments in Honolulu in years past and a real sales campaign is now being planned in Honolulu through Aireon advertising department of the Radio-Phonograph Division.

To speed sales, Kellerman purchased a new plane while here and will use it to cover the Islands of Hawaii and also the Philippines. He has been flying a plane for some years and finds it a valuable adjunct to his sales activities.

COIN  
MACHINE  
REVIEW

61

FOR  
JANUARY  
1946

Greatest Time Saving

## PENNY WEIGHING SCALE

CAPACITY \$10.00

SPRINGS ARE PRECISION CALIBRATED

HEAVY SHEET METAL  
BASE  
TIN SCOOP

DIAL IS GLASS COVERED  
WHICH PROTECTS POINTER  
WHEN IN USE

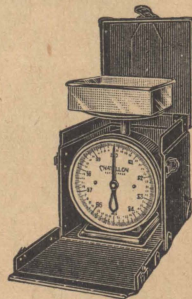
Skilled Hand Workmanship Is Employed in Building This Scale To Assure Reliability and Accuracy. There is a Sturdiness of Construction More Durable Than Is Generally Found in Scales. Finish Is Black Crinkel. Carrying Case Is Made of Strong Black Fibre To Meet the Hard and Constant Use That It Is Subjected to.

\$16<sup>50</sup>

1/3 Dep., Bal. C. O. D., F. O. B., N. Y.

J. SCHOENBACH

1647 BEDFORD AVENUE  
BROOKLYN 25, NEW YORK



# RECORDS

## CAPITOL

- 4★ 227 Jo Stafford-Paul Weston  
SYMPHONY (V)  
DAY BY DAY (V)

La Stafford, in top form, sings two numbers that are acceptable for phono use. First is the English lyrics of the ballad which was the G. I. fave in France. Rich violin passages set off the vocals. Flopover is a love song hauntingly sweet. Good dance disc.

- 4★ 228 Johnnie Johnston  
ONE MORE DREAM (V FT)  
AS LONG AS I LIVE (V FT)

The romantic baritone of Johnston is capably presented on this brace of tunes which are both current favorites. Lloyd Shaffer's band backs up and The Satisfiers toss in their two-bits worth to make real showmanly recordings of both numbers.

- 4★ 229 Stan Kenton  
ARTISTRY JUMPS (FT)  
JUST A-SITTIN' AND A-ROCKIN' (FT VC)

Based on the Kenton theme "Artistry in Rhythm" the "A" side is a very fast instrumental, powerhouse style. An exciting number that will warrant, and get, plenty of repeat plays. Platter mate is an easy swinging tempo with vocal by June Christy. Tune is by Ellington and reflects his general style. Very good numbers and ideal for automatic use.

## COAST

- 4★ 2016 Jimmy Walker  
DETOUR (HB V)  
SIOUX CITY SUE (HB V)

Walker, Paul Westmoreland and his Pecos River Boys have two positive hillbilly hit tunes on

this disc. Both are spirited numbers and Walker gives them his best. Accompaniment is tops and numbers will account for plenty of repeat plays.

- 4★ 2012 Ozie Waters  
COOL WATER (HB V)  
AT LEAST A MILLION TEARS (HB V)

Here is a tune that will take its place as one of the classics in Western Music and we haven't heard a finer rendition than that delivered by Ozie Waters. This disc will please in any type location. Smooth vocal work, amply supported by the Plainsmen and the Coast Ranch Hands.

- 3★ 2013 Idaho Call  
IT'S TOO LATE NOW (HB V)  
DARLIN' WHAT MORE CAN I DO (HB V)

Nice bounce to the first side as it romps along showcasing the vocal work of Boots Faye. "B" side has Boots and Idaho featured on the Autry tune. Good program filler for hillbilly spots.

- 3★ 2014 Idaho Call  
HEARTACHES (HB V)  
YOU DON'T CARE WHAT HAPPENS TO ME (HB V)

Regulation hillbilly material. First side is taken at a slow tempo while the flopover is a rhythmical number with pleasing vocals.

- 4★ 2015 Ozie Waters  
ALONG THE NAVAJO TRAIL (HB V)  
SILVER DEW ON THE BLUE GRASS TONIGHT (HB V)

Exceptionally fine western recording of two present favorites. Ozie lives up to his reputation for impeccable vocal work on his recordings. Recommended.

## COLUMBIA

- 4★ 36874 Benny Goodman  
SYMPHONY (FT VC)  
MY GUY'S COME BACK (FT VC)

Goodman does an exceptionally fine job on this overseas favorite. Liza Morrow handles the vocal assignment in a polished style. Goodman does some peerless clarinet work. Coupling is an English tune that is selling like hot cakes. Liza is again featured on the vocal and the arrangement is sensational. Can't miss on this one—it'll take the coin.

- 4★ 36875 Les Brown  
THE LAST TIME I SAW YOU (FT VC)  
AREN'T YOU GLAD YOU'RE YOU? (FT VC)

The dough is on the second side of this disc. First side is passable fare but a genuine lift in tempo comes on the reverse. This cute number is similar to "Swingin' On a Star" and will outearn that number. Wear out the second side and get an extra dividend from the first.

- 4★ 36870 Woody Herman  
GEE, IT'S GOOD TO HOLD YOU (FT VC)

YOUR FATHER'S MUSTACHE (FT VC)  
Two contrasting tunes. A melodious love song with sentimental lyrics backed up by a fast instrumental highlighted by a few bars from the "Glee Club." Both sides lend themselves to automatic use and should make money for operators. We pick the second side as the most productive.

- 3★ 36871 Kate Smith  
JUST A LITTLE FOND AFFECTION (V)

TUMBLING TUMBLEWEEDS (V)  
Old Kate comes through with a pair that hold more than usual interest. 4 Chicks and Chuck help save the day and make the numbers what they are. The best of the two is the old "Tumbleweed" favorite. Kate gives it some deep feeling.

- 3★ 36873 Buster Bennett Trio  
REEFER HEAD WOMAN (V)  
LEAP FROG BLUES (V)

One of the nation's leading septa blues singers featured in two of his own original numbers with instrumental acc. Style and vivid imagination displayed makes each number interesting for race spots.

- 4★ 36872 Curley Williams  
SOUTHERN BELLE (From Nashville, Tenn.) (OT V)  
JEALOUS LADY (OT V)

Curley Williams and his Georgia Peach Pickers really deliver the goods on this old time pairing. This hot string band does a noble job of selling both tunes and the result is most gratifying. If you're hillbilly and folk spots this one will ring the bell. Plenty of heat emanates from this disc.

- 3★ 36877 Gene Krupa  
CHICKERY CHICK (FT VC)  
JUST A LITTLE FOND AFFECTION (FT VC)

Krupa adds his version to the "Chick" discs with Anita O'Day vocalizing from the start, and a rousing band in the background. Arrangement is entirely different from the rest of the field and has considerable merit. Second tune is only average, despite the neat vocal efforts of Buddy Stewart.

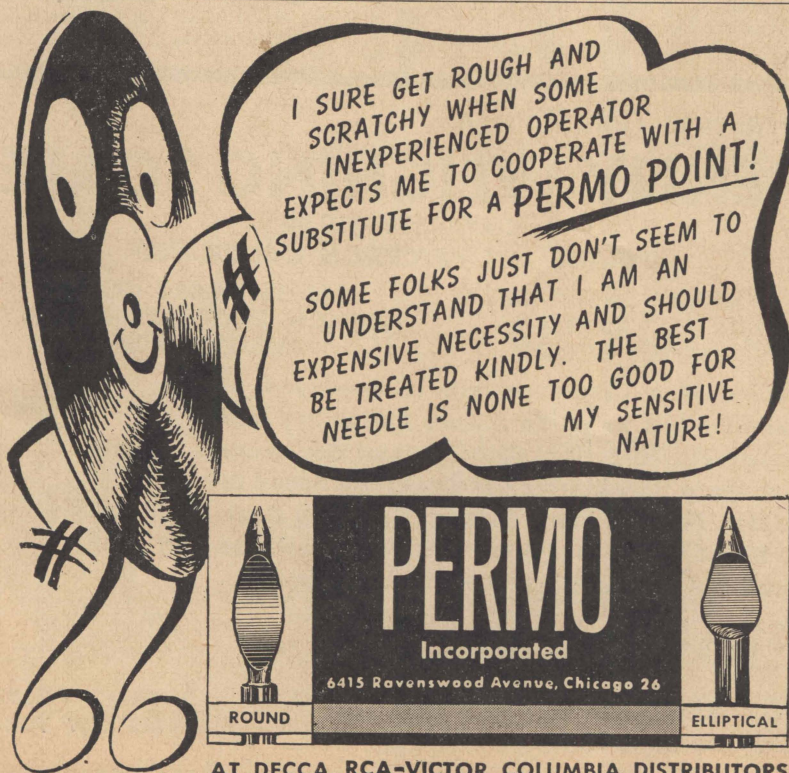
- 4★ 36884 Les Brown  
YOU WON'T BE SATISFIED (FT VC)  
COME TO BABY, DO! (FT VC)

A slow lilting tempo is in evidence on the first side and on the turn-over the band shoves off with a catchy beat on a new novelty tune. Vocals are good and the music is danceable and listenable. Ok for automatics.

COIN  
MACHINE  
REVIEW

62

FOR  
JANUARY  
1946



I SURE GET ROUGH AND SCRATCHY WHEN SOME INEXPERIENCED OPERATOR EXPECTS ME TO COOPERATE WITH A SUBSTITUTE FOR A PERMO POINT!

SOME FOLKS JUST DON'T SEEM TO UNDERSTAND THAT I AM AN EXPENSIVE NECESSITY AND SHOULD BE TREATED KINDLY. THE BEST NEEDLE IS NONE TOO GOOD FOR MY SENSITIVE NATURE!

**PERMO**  
Incorporated  
6415 Ravenswood Avenue, Chicago 26

ROUND      ELLIPTICAL

AT DECCA, RCA-VICTOR, COLUMBIA DISTRIBUTORS

# MORE MONEY-MAKERS FROM RCA VICTOR!



## TOMMY DORSEY and his Orchestra NEVER TOO LATE TO PRAY

Vocal by Stuart Foster  
and The Sentimentalists

### CHICAGO

Vocal by Cy Oliver and  
The Sentimentalists  
RCA VICTOR 20-1773

## THE MOMENT I MET YOU Vocal by The Sentimentalists THAT WENT OUT WITH BUTTON SHOES

Vocal by Pat Brewster, Stuart Foster,  
The Sentimentalists and Tommy Dorsey  
RCA VICTOR 20-1761



## SHEP FIELDS and his New Music COFFEE TIME

(from the MGM picture  
"Yolanda and the Thief")  
Vocal by Meredith Blake

## PUT THAT RING ON MY FINGER

Vocal by Meredith Blake  
and Bob Stewart  
RCA VICTOR 20-1763



## THE GINGER SNAPS

with Orchestra  
conducted by James Mundy  
The Gang That Sang  
HEART OF MY HEART

## JUKE BOX JOE

RCA VICTOR 20-1758



## ERSKINE HAWKINS

and his Orchestra  
LET'S HAVE FUN TONIGHT  
Vocal by Ace Harris and Chorus

### GOOD DIP

RCA VICTOR 20-1777



## SPIKE JONES

and his City Slickers  
THE BLUE DANUBE

Vocal by Carl Grayson, Del Porter  
and The Boys in the Backroom

## YOU ALWAYS HURT THE ONE YOU LOVE

Vocal by Carl Grayson  
and Red Ingle  
RCA VICTOR 20-1762



## VAUGHN MONROE

and his Orchestra

LET IT SNOW! LET IT  
SNOW! LET IT SNOW!

WHEN THE SANDMAN  
RIDES THE TRAIL

Vocal refrains by Vaughn Monroe  
and the Norton Sisters  
RCA VICTOR 20-1759



## DINAH SHORE

with Russ Case and his Orchestra

PASS THAT PEACE PIPE  
EVERYBODY KNEW BUT ME  
(by Irving Berlin)

RCA VICTOR 20-1775



## CHARLIE SPIVAK

and his Orchestra

STRANGER IN TOWN  
Vocal by Jimmy Saunders

### HOME COUNTRY

Vocal by Irene Daye  
RCA VICTOR 20-1774



## LARRY STEVENS

with Mahlon Merrick and his  
Orchestra

IT'S A GRAND NIGHT  
FOR SINGING

(from 20th Century-Fox picture  
"State Fair")

COME CLOSER TO ME  
(from the MGM picture  
"Easy to Wed")

RCA VICTOR 20-1776



## DAVID STREET

with Russ Case and his  
Orchestra

### UH-HUH

I'M NOT HAVING ANY  
(THIS YEAR)

RCA VICTOR 20-1778

COIN  
MACHINE  
REVIEW

63

FOR  
JANUARY  
1946

## OLD FAMILIAR TUNES

### EDDY ARNOLD

and his Tennessee Plowboys  
with Instrumental Accompaniment  
MANY TEARS AGO • YOU MUST WALK THE LINE  
BLUEBIRD 33-0540

### ELTON BRITT

with Male Trio and Orchestra  
I'M ALL THAT'S LEFT OF THAT OLD QUARTETTE  
RIDIN' WITH MY GAL  
BLUEBIRD 33-0538

### THE BUCHANAN BROTHERS

(Chester and Lester) with Orchestra  
HURRY, JOHNNY, HURRY  
THE BOTTOM FELL OUT OF THE SKY  
BLUEBIRD 33-0541

### THE CARTER FAMILY

Singing with Auto-harp and Guitar  
WHEN THE WORLD'S ON FIRE  
KEEP ON THE SUNNY SIDE  
BLUEBIRD 33-0537

### MONTANA SLIM

(The Yodeling Cowboy) with Guitar  
MEMORIES THAT NEVER DIE • I MAY BE WRONG  
BLUEBIRD 33-0539

### SONS OF THE PIONEERS

With Instrumental Accompaniment  
FORGIVE AND FORGET • THE TIMBER TRAIL  
RCA VICTOR 20-1764

## NEW RACE RELEASES

### ARTHUR "BIG BOY" CRUDUP

Blues singer with Guitar and Drums  
COOL DISPOSITION • KEEP YOUR ARMS AROUND ME  
BLUEBIRD 34-0738

### TAMPA RED, Blues Singer

with Instrumental Accompaniment  
BETTER LET MY GAL ALONE • MERCY MAMA  
BLUEBIRD 34-0740

## INTERNATIONAL

### HENRI RENÉ

and his MUSETTE ORCHESTRA  
THE BLOND SAILOR—Waltz • SILK UMBRELLA POLKA  
Vocals by The Victorians  
RCA VICTOR 25-0056

FOR THE DISCS THAT MAKE  
THE DOUGH COUNT ON...

RCA VICTOR



## • RECORDS •

- 4★ 36893 Ray Noble  
FULL MOON AND EMPTY ARMS (FT VC)  
IT MIGHT AS WELL BE SPRING (FT VC)

The haunting and lonely melody of Rachmaninoff's Concerto is used as the base for the first side of this disc. Passable fare for automatic phonos. Second side is a current favorite and the Noble band does a noble job.

- 3★ 36879 Big Bill  
ROLL THEM BONES (Blues Race)  
HUMBLE BLUES (Blues Race)

Big Bill is riding high on the first side. Number is in a swift tempo and rolls along nice. Second side is slow and sentimental. Only for race spots.

### EXCELSIOR

- 4★ 140 Flennoy Trio  
MY LOVE (V)  
THAT'S THE WRONG GAL, BROTHER (V)

The original style of the Flennoy Trio showcases admirably on this brace of tunes designed for race spots, and in such spots they will earn their spurs. Nice bounce to the second tune and the sentimental lyrics on the first side sell the number.

- 4★ 141 Johnny Otis  
MY BABY'S BUSINESS (FT VC)  
PRESTON LOVE'S MANSION (FT)

Red hot vocals on the first side with the Johnny Otis combo banging out equally interesting accompaniment. Band takes over on the flopper and gives out terrifically. First side has strongest appeal in race spots but the hot instrumental on the "B" side will command heavy play in any dance and dine spot. Really tops.

- 4★ 142 Johnny Otis  
JIMMY'S ROUND THE CLOCK BLUES (FT VC)  
HARLEM NOCTURNE (FT)

Another pair of sizzlers with Jimmy Rushing on the vocal on the "A" side. This band packs plenty of interest and the well-rounded out orchestrations and arrangements spell loads of entertainment. Ace high for colored spots, suitable fare for average spots.

- 3★ 145 Lucky Thompson All-Stars  
NO-GOOD MAN BLUES (Blues VC)  
WHY NOT (Inst.)

- 3★ 146 IRRESISTIBLE YOU (Inst.)  
PHACE (Inst.)

Slow, low down blues with a sultry vocalist punctuating the orchestral work combine for a neat dish for race spots. Flopper is taken at a faster tempo with a lot of solo work accounting for good listening—and dancing. Second disc starts slow on the "A" side and the slow, dreamy style is unusual but not exciting enough to win too many repeat plays. Count on the "B" side for the coin. Taken at a faster tempo the band gives a nice performance and qualifies for automatic phonograph consideration.

- 4★ 149 Gerald Wilson  
YENTA (FT VC)  
COME SUNDAY (FT Inst.)

- 4★ 150 Gerald Wilson  
LOVE ME A LONG, LONG TIME (FT VC)  
I DON'T KNOW WHAT THAT IS (FT Inst.)

This band is an up-and-coming outfit and the Wilson arrangements are something musicians are talking about. For the automatics, they are solid numbers suitable for all types of spots. On this quartet the Thrasher Sisters are featured on the topside of the first disc. Gals do a nice vocal job and the band backs up admirably. Reverse has the Wilson combo on a special arrangement of a Duke Ellington number. Very good. Second pair is packed with music—solid and sending. Wilson employs a lot of riffs in establishing a hot pattern. Result is pleasing enough to warrant consideration from music operators. Recommended.

### PEERLESS

- 4★ 2153 Tona la Negra  
PALABRAS DE MUJER (Bolero)  
CUANDO SE QUIERE MUCHO (Bolero)

The Absalon Perez Orchestra is featured with the vocal work of one of the most popular thrushes on the Peerless label. Beautiful numbers, easy to listen and dance to.

- 4★ 2239 Mario Alberto Rodriguez  
HUMO EN LOS OJOS (Bolero)  
ALMA LIBRE (Bolero)

Charming boleros with Senor Rodriguez handling the vocals. While primarily intended for

latin spots the above two discs hold sufficient interest to garner nickels where beautiful music is saleable.

### VICTOR

- 4★ 20-1759 Vaughn Monroe  
LET IT SNOW! LET IT SNOW! LET IT SNOW! (FT VC)  
WHEN THE SANDMAN RIDES THE TRAIL (FT VC)

Count on Vaughn Monroe for top flight numbers for the automatics. This pair won't disappoint. Timely and mighty pleasant to listen and dance to, with the dreamy vocal work of Monroe and the Norton Sisters helping out on the first side. Rollicking tune, paired with a prairie-range version of the rock-a-bye theme. Appeal here for listeners of all ages.

- 4★ 20-1758 Ginger Snaps  
THE GANG THAT SANG HEART OF MY HEART (V)  
JUKE BOX JOE (V)

This new quartette gives a strong nostalgic appeal in their rendition of the old timer on the first side. Lots of sentiment, expressed with a melodic tug. Second number has a swiny beat which is catching and toe-tantalizing. Solid harmony that will be popular with phono patrons. And, in colored spots, a knockout disc.

- 3★ 20-1764 Sons of the Pioneers  
FORGIVE AND FORGET (HB V)  
THE TIMBER TRAIL (HB V)

Two appealing numbers with plenty of meat for the Western and Hillbilly fans. Nod goes to the "B" side. It's taken at an easy gate, vocals are excellent, and arrangement tops. The type of stuff the Sons do best.

- 4★ 20-1762 Spike Jones  
THE BLUE DANUBE (V N)  
YOU ALWAYS HURT THE ONE YOU LOVE (V N)

The "Blue Danube" catches hell and the romantic dignity of the number is punctured with whistles, cow bells, husky voice interpretations. Spike's crew kid the Ink Spots on the "B" side. A musical binge if there ever was one and a natural for the automatics.

- 4★ 20-1761 Tommy Dorsey  
THE MOMENT I MET YOU (FT VC)  
THAT WENT OUT WITH THE BUT-TON SHOES (FT VC)

An infectious groovy bounce is in evidence on the featured side. The Sentimentalists give a sparkling treatment to the vocals. Flopper is a novelty keyed to the 'teen age spirit with some amusing lyrics. An engaging disc and keyed for automatic trade.

## "The Blues" Pays Off

NEW YORK—William Christopher Handy is proud of the songs he has composed and most particularly of *The St. Louis Blues* for "It has supported me for 31 years." Written in 1914, the tune still nets him \$25,000 a year.

Just turned 72, Handy still cries the blues. But gone is the indigo mood that inspired his first real success—born of weary days during the 1893 panic, hungry nights on the cobblestone levees of St. Louis. His soft, low laugh comes readily. He walks buoyantly about his New York office, broad shoulders erect.

St. Louis Blues gave Handy a hitch

toward his high standing among 50 top Negro musicians, and it launched a new type of folk music that springs from the aching hearts of the "black and blue race." When Handy sent up that wail about "de evenin' sun" he fathered the "blues."

Today his brilliant, dark eyes are blind but he turned up last summer in St. Louis for the Negro Music Festival to hear a symphonic version of the *St. Louis Blues* played over the air for the first time as *Blue Destiny*.

Remembering his days as water boy, shoemaker, cotton picker, steel worker, Handy intends to will his Tuckahoe, N. Y., house, with its music library, as a sanctuary for struggling musicians. He loves this quiet home, likes to entertain there at informal fried chicken dinners with chats afterward around a wood fire. It's quite different from the log cabin on Handy's Hill, in Florence, Ala., where he was born "eight years after surrender. Back in those days I couldn't find a place like this to study," he says. "Now I have it I can't study. But I'll find a way!"

This is typical of Handy's courageous attitude—a throwback to a slave grandfather who never allowed himself to be whipped. Rhythm came from a "shouting Methodist" mother, and another grandfather who fiddled "before he got religion." But—inspired by a remark that his big ears indicated talent—little "squinch-eye" Handy dragged himself up the musical path all alone. He'll never forget the time he brought home a self-earned guitar at 12. "Change that devil's plaything for a dictionary," thundered his preacher-father. It was his first taste of the "blues." And soon he left home to join a wandering minstrel show.

Handy's works include over 100 musical pieces. But the one thing that warms his heart is seeing his name between Handel and Hayden among famed musicians. That's a long way for a Negro from Handy's Hill. "But we live in a new age," he points out, "and this is America."

## Ashe Back In Philly

PHILADELPHIA—George Ashe is back in town and has taken over as general manager of Automatic Equipment Co., Seeburg distributors for Eastern Pennsylvania, Delaware, Maryland and Southern New Jersey.

During the war George was affiliated with the Kleer-Flo Co., and is happy to be back at Automatic and put into effect the post-war expansion plans which will include an expanded parts department, the latest testing equipment and the construction of a new and modern spray paint shop.

Our Best Wishes for  
the New Year

TO OUR

MANY FRIENDS AND CUSTOMERS

W. H. LEUENHAGEN & CO.

EXposition 7162

1813 W. PICO BLVD.

LOS ANGELES 6, CALIFORNIA



COIN  
MACHINE  
REVIEW

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FOR  
JANUARY  
1946

**ROCK-OLA MANUFACTURING CORPORATION**  
800 NORTH KEDZIE AVENUE ★ CHICAGO 51, ILLINOIS



## Candy Program Extended

CHICAGO—The Council on Candy has embarked on the third phase of its program inaugurated in the fall of 1942, to bring about an improved, correct understanding of confectionery in the national consciousness.

With \$1,300,000 raised since the beginning of the campaign, and largely expended, the Council has voted, with the National Confectioners' Association directors concurring, to proceed on the same broad basis and keep the industry's promotion going full-blast into mid-summer of 1947.

This campaign is doing a terrific job in selling civilians on candy as a food and candy vending operators will profit from this constructive program when adequate stocks are again available.

### Bars In Majority

WASHINGTON—According to the U. S. Department of Commerce, candy bars now represent 52 per cent of all candy sold. Twenty years ago bars amounted to only 25 per cent.

Packaged goods amount to 20 per cent of candy sales compared with 12 per cent in 1925. Penny candies amount to 3 per cent against 16 per cent then.

### Twist on Promotion

NEW YORK—In a recent interview with Earl Wilson in the local Post, Fred Allen, radio comedian, revealed that Hershey was particularly interested in keeping him in pictures.

"It's this way," said Fred, "When I am on the screen, more people come out into the lobby and buy Hershey bars than for any other actor."

## Earl Rejoins Stoner

PORTLAND—W. E. Earl, West Coast Representative for Stoner Corp., Aurora, Ill., before the war, has announced his association with Stoner again and the addition of Don H. Burcham as his assistant in covering the western territory.

Before joining Stoner Earl was Northwest Manager for Automatic Canteen for 9 years and was their first Pacific Coast operator. He sold the canteen operation in 1939, joining Stoner shortly thereafter. Burcham has been a manufacturers' representative for 25 years and his vast experience along these lines will prove of inestimable value to Stoner and Earl. Both have visited the Stoner factory in recent months and report the new Univendors are on the way and it won't be long before they are again rolling off the line, and better than ever.

### Candy Operator Refunds

COLUMBUS, Ohio—Ohio's candy bar vending machine operators will receive refunds of about \$330,000 on sales taxes paid on candy bars below nine cents each in accordance with a state Supreme Court decision handed down last February.

State Tax Commissioner C. Emory Glander has ordered the sales tax division to begin making refunds to all who made claims within ninety days after the decision. About one-third of the refund will go to tobacco and candy operators operating candy vending devices.

### Schutter Starts Building

CHICAGO—Ground has been broken on the site for the addition to the Schutter Candy Co. plant here. William Fette, Jr., executive vice president, turned the first shovel of dirt to start the construction.

## Sugar Normalcy in 1947

WASHINGTON—When will sugar supplies reach the level when rationing and controls will no longer be necessary? Any manufacturer who could answer this question with a fair degree of accuracy would have a definite competitive advantage.

Earl Wilson, Chief of the Sugar Branch of the U. S. Department of Agriculture, predicts that the supply of sugar will reach the prewar level and may even be in excess of normal by the Spring of 1947. Shortly after that but certainly by the end of 1947, the Government will be able to end its sugar program and controls.

Insofar as the immediate sugar picture was concerned, Wilson, who before joining the Government service three years ago, was vice president of the National Sugar Refining Co., New York, was less encouraging. December and January and February of the new year, he said, would be the most acute period for sugar users since the shortage first began to be felt. In fact, in January, 1946, there will be 1,000,000 tons less sugar in stock in the U.S. than in January, 1945.

Members of the candy industry are accepting Wilson's comments as the first germ of a workable basis around which manufacturers of confectionery can reliably plan their future activities.

Operators of candy vending machines can interpret this prediction in the same light. There have been a quantity of bars available since the cancellation of government buying but this has about spent its force and the supply of new bars will drop back to low levels.

## NO "BUM STEERS" AT VIKING!

No off-brand and unproven vendors will be offered by VIKING. Every machine we accept distribution on—meets our rigid requirements for performance, long life, and easy servicing. You can be sure it's right—if you get it at VIKING.

Right now we are booking orders for early delivery on

### NORTHWESTERN DE LUXE

The World's Finest Bulk Vendor

and other new and improved vending devices. CANDY, CHARMS and SALTED PEANUTS are now available in quantity lots. Keep in touch with VIKING.

# VIKING SPECIALTY COMPANY

530 Golden Gate Ave., San Francisco 2, Calif.

"I don't see how any operator can get along without your paper."

## The NORTHWESTERN

Here is an invaluable service for every operator. Regardless of what machines you operate, you'll find it a mighty wise move to keep in touch with the fast growing bulk vending field. The Northwestern is packed with vital information, service hints, ideas to help you make and save money. It's yours for the asking—just tell us what you operate.

IT'S FREE!



## Schutter Sponsors Christmas Show

CHICAGO—Schutter Candy Co. has signed through its agency, Schwimmer & Scott, to sponsor Fred Waring and his Pennsylvanians in a Christmas Day show on 149 NBC stations, 10 to 10:30 a.m. C.S.T.

The show will cost an estimated \$10,000, and will promote Old Nick and Bit-O-Honey candy bars.

## Kassing Joins N.D.I.

WASHINGTON—Samuel F. Roth, president of National Distributors, Inc., prominent vending machine operators in the Washington, D.C. area, announces the appointment of Ralph Kassing, as general manager in charge of operations of N.D.I.

Kassing until recently was a captain in the Army Air Corps and was officer-in-charge of the Bolling Field (D.C.) Post Exchange with its vast and diversified merchandising activities. He has had considerable experience with the candy, cake

and cigarette mechanical merchandising machines in which the N.D.I. organization specializes.

More than 20 years' experience in variety stores, such as Woolworth's and McCrory's, in New York, Ohio, Pennsylvania and West Virginia, has given him a background which makes him well qualified for his new position, Roth said.

## "Whiz" Is A Whiz

BLOOMINGTON, Ill.—"Miss Whiz", a curvaceous personality girl blessed with the same name as the candy bar by Beich, is currently appearing on billboards and causing many a car to slow down for a second look.

First in a series of posters to portray attractive Miss Whiz participating in active outdoor sports, the poster does a bang-up job of selling the candy bar which is, incidentally, illustrated also.

A Dutch portrait painter, Theodore Cappetti is responsible for the art and Ann Cox, a Chicago model, posed for the eye-opener series.

## Booklet on Vending

AURORA—Opportunities in the vending machine field and suggestions for the novice "operator" are covered concisely and simply in a new booklet just released by the Stoner Mfg. Corp., manufacturers of coin operated equipment for the past 17 years.

While of interest to any newcomer to the vending machine business, the booklet is especially written for the information of the discharged veteran who is considering embarking upon an independent business venture. A separate section covers each of these topics: Opportunities in the Candy Vendor Field; How to Start in the Candy Vendor Business; Suggestions for the Location of Your Business; Determining the Equipment You Will Need; Financial Assistance Available to Help You for the Purchase of Univendor Candy Vendors; Importance of Selecting Dependable Equipment; Minimum Maintenance; Longer Life; Some Facts about the Stoner Mfg. Corp.

Copies of the booklet, which is entitled "UNIVENDOR Vends Them All", may be secured from the Stoner Mfg. Corp., Aurora, Ill.

## Mars Remodeled

CHICAGO—Mars, Inc., has announced the completion of a remodeling job on a considerable portion of the plant.

According to Victor H. Geis, General Sales Manager, the remodeling is "just the initial step in a general plant rebuilding which has been instituted to, in some way, make up for the four-year war period during which no construction was done. We are preparing for increased production and sales in the period ahead."

COIN  
MACHINE  
REVIEW

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FOR  
JANUARY  
1946

**QUALITY IS  
NEVER EXPENSIVE**

**- - IT'S A CONCRETE  
INVESTMENT IN OPER-  
ING SUCCESS!!**

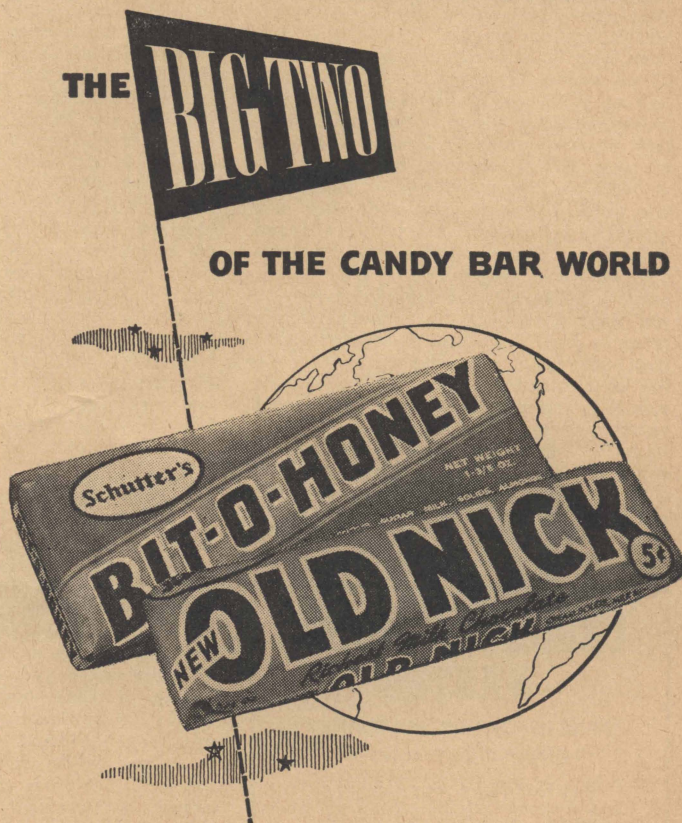
**Pan Confections**

REPRESENT THE FINEST QUALITY  
VENDING MERCHANDISE OBTAINABLE

**Get On Our Lists!**

**Pan Confections**

311-29 W. SUPERIOR ST.  
CHICAGO, 10



**SCHUTTER CANDY COMPANY, CHICAGO**  
Factory: Chicago, Illinois . . . General Offices: St. Louis 3, Mo.

# CIGARETTE VENDING



## Cigarette Machine Operators Face A Battle For Life

by

MACK H. POSTEL

U-Need-A Vendors Distributor

COIN  
MACHINE  
REVIEW

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FOR  
JANUARY  
1946

I have been a cigarette machine specialist for many years, having sold such equipment to the operators in almost every State of the Union. Having lived with them for so many years, I feel morally obligated to warn them of a most serious impending danger that threatens their business existence, for 1946 and the years to follow. It is with this thought that this article was written.

For the most part, the operator in the past, has been riding the crest of the waves, resting on his laurels, taking it easy, with little or no competition to worry about, and quite content with his lot. He had no problems, no worries, was making money, with not a care in the world. When new models came, he bought a few for his very BEST locations, had a big time at the Coin Show and was at peace with the world. Brother, that's all over with *now*. The picture for 1946 will be changed, and what a change will be brought about. Your very business existence will be threatened. You're all done taking it easy, if you want to stay in the running. You're going to have to roll up those sleeves, and start pitching. The ending of the war has so changed the picture of things for you, that you're going to be knocked back on your heels, from which you'll *NOT* recover, unless you realize what you're going to be up against, and start mapping out your own program to combat this serious on-coming NEW competition, you're going to be confronted with. Here's what you are going to face.

Hundreds of *NEW* factories were created during the war, by private and Government funds, for the making of the implements of war. With the war's ending, and war order cancellations, these white elephants are being tooled and died up for the making of many peace-time products, coin machines included. About 6 to 8 of them have decided on making cigarette machines. This means, that instead of just four cigarette machine manufacturers, as in the long past, we're going to have from ten to twelve. Some of these are subsidiaries of great industrial and financial giants. They've decided to make cigarette machines, are almost ready for delivery, and there's no turning back for them. They know of the factories that came and did not survive. They know that most old line operators will stick to the old BIG FOUR, the old and established cigarette machine makers, whose products are time tested and proven. They know they're going to have to fight to get IN, but they're fully prepared. If necessary, they will create their own operators; and finance them with machines and even furnish them with cigarettes, if necessary. They're going to invade *EVERY* territory, and are going to get a foot-hold, if you fellows are caught napping. Here's where you old operators come in.

Don't wait until they invade. Exert every effort to keep them OUT. There's not enough room in this business of ours for that many manufacturers and all the operators they're planning to set-up. Unless you are prepared to stand up and fight, you'll be a dead duck. It's easier and less costly, to keep competition OUT, than let him come in, and THEN, get him out. I cannot arouse you too much to the realization of what you're going to be up against. I am not an alarmist nor a pessimist, but the hand-writing of the events to come, are so indelibly imprinted on the wall, that I'd have to be the proverbial ostrich, to overlook the obvious consequences, if such a condition is treated too lightly. This does not mean your doom is sealed and you've got cause for undue alarm, and start thinking about selling out and getting into another business. Heck *NO*. It only means that your days of LOAFING are over. You're going to

be on your toes from now on in, until you have the situation well in hand and within control. Even after that, you're going to have to watch your operation, to make sure it's under control.

The relaxing of your efforts and your diligent watching, will encourage competition. You're not going to have to over-work doing it, it's just that you never had to watch your business before, as you do now. You've had it too easy up to now, and you're going to have to watch your baby now. Every business man in every line will be similarly affected. What's to be done, you ask. Here it is.

Keep a close contact with your locations NOW, as you never did before. Start building up a friendship with every location. Check your records of sales of every location. Give them the NEW 1946 model machines, as soon as you can get them, where warranted, without arguing the location out of it. It is cheaper to give him a NEW machine, than lose the spot and start spending money across the bar, to get him back. Every spot you lose NOW, means a better foot-hold for the NEW operator coming in your territory.

In the years gone by, there were three types or classes of locations, FAIR, GOOD and VERY GOOD. In 1946, there will be just TWO types of locations, GOOD and VERY GOOD. The former FAIR spot must be classed good enough to give a good machine to, because if YOU don't, the other fellow WILL. Herein lies the danger. Competition generally starts at the poorer spots where they have a minimum of resistance from you. If you'll let competition set in here, they'll be encouraged to get in. If you fight them tooth and nail at the poor spots, you're cutting off their ability to get IN, and you're indirectly safe-guarding your best spots. The new operator coming in your territory thru even ONE poor spot, is like a worm getting into a barrel of good apples. It will cost you some money to keep competition OUT, but it will cost you a HELLISH lot *more*, if he gets IN, and then you try to get him out. The smart operator will even give his poor spot a NEW machine, if that's what it will take to discourage HELL out of his competitor.

Hold regular meetings with your service men. Discuss their individual locations with them. Advise your men *what* you fellows are up against for 1946. Point out to him that his *JOB* and *YOUR* business, have to fight for their life. Have them show their locations a SERVICE of INTEREST they never before displayed. Canvass every stop with or without your serviceman, and tell your deserving spots, that you'll give them the 1946 machines, just as fast as you get them. Tell your spots, not really meriting the NEW machine, (See OPERATORS' BATTLE, Page 70)

### CANDY MACHINES WANTED

STONER CANDY MACHINES

Either 6 or 8 column

Any condition, any quantity

Write, phone or wire collect

Peoples Service News Company

329 South Broad Street

Philadelphia 7, Pa.

Phone: PENnypacker 5966

1 Exterior. Built with mirror and satin chrome front—both easily removable.

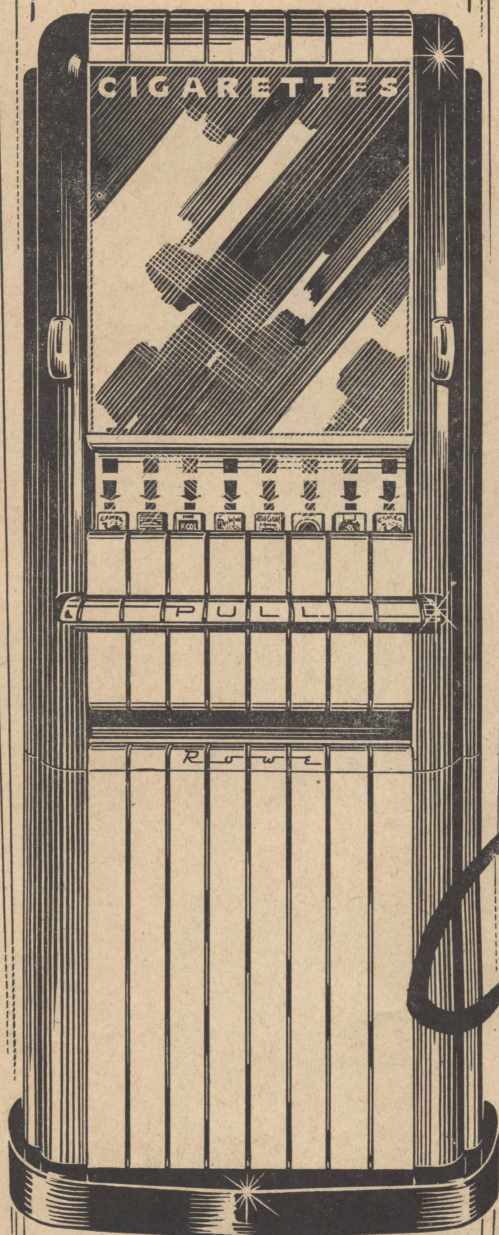
2 Functional parts. Plungers and coin inserts of polished chrome, finished to Navy specifications.

3 Operating bar. Radically new. Test-proved. Has greater strength and simplicity. Positive in action. Controls dispensing of cigarettes after acceptance of proper coins and insures a trouble-free, lifetime use.

4 Coin register. Greatly improved design. All parts strengthened and simplified. Provides easy removal of locking levers for cleaning.

5 Coin unit entrance. New and improved. Insures acceptance of all coins inserted.

6 Delivery chute. Improved. Insures delivery of every pack to front of delivery tray.



#### THE CRUSADER

is available in 8 and 10 col. models, each in 4 new, beautiful finishes—Blue, Gray, Maroon and White. (Wood grain and special finishes furnished at extra cost)

# IT'S HERE!

## THE Rowe Crusader

Worth waiting for... Ready to make money for you... ROWE'S latest and greatest cigarette vending machine... THE CRUSADER!

The machine built by an operator for operators. The machine that has been "torture"-tested in the toughest locations. The *only* machine that incorporates *all* of eighteen important features.

In design, beauty, engineering efficiency and performance THE CRUSADER is the greatest achievement of the world's leading manufacturer of Automatic merchandising equipment. Order now for earliest possible delivery.

# Rowe

MANUFACTURING CO., INC., BELLEVILLE, N. J.

World's Leading Manufacturer of Automatic Merchandising Equipment

## OPERATORS' BATTLE (Continued from Page 68)

chines, that your territory may be invaded by new competition, created by NEW war created factories, and that you mean to protect your locations, regardless of what it takes to do it. Tell him all the years of your hard work, your money invested, the jobs of your servicemen, all are being threatened by new INVADERS, and you'd appreciate their cooperation and help you in your fight against outside interests.

Every business-man can't help but feel that some day, HIS business may suffer a like fate, and he'd like cooperation, too. Show him that all you local business-men must band together and NOW. You'll touch off that soft spot in the more calloused heart of your locations that way, and leave no opening whatever, for any INVADING COMPETITION.

### Modern Starts

PORT CHESTER, N. Y.—Modern Tobacco Co. has already started operations at 3 Grace Church St. Corporation started business with 500 shares at no par value and was established by Mr. and Mrs. Samuel Yolen.

Yolen also heads the Modern Cigarette Vending Co., headquartering at the same address.

## Cigarettes Are Now Taxed in 31 States

NEW YORK—Changes in cigarette tax laws this year include increased rates in three states; one new state was added to the list resorting to such levies; another left the cigarette tax field; while proposals for new or increased taxes on cigarettes and other tobacco products were unsuccessfully sought in a number of other states, a survey indicates.

Florida's tax was increased from 3 to 4 cents for standard packs to produce an estimated \$2,000,000 more each year. Massachusetts raised its tax from 2 to 4 cents a pack to collect an estimated \$9,000,000 a year, while Connecticut added 1 cent to its levy to yield an extra \$2,500,000 annually.

Idaho's legislature enacted a new 2-cent-a-pack tax, expected to yield between \$900,000 and \$1,000,000 a biennium.

Besides re-enacting the Wisconsin tax, the state's legislature also passed a new measure requiring purchasers of mail order cigarettes, which have been going into the state tax free, to pay a "use tax." Rejected by the Wisconsin solons, however, were measures to increase the cigarette tax rate and to provide for a levy against cigars.

New or increased cigarette tax proposals

were turned down during 1945 legislative sessions in a number of other states, including Michigan, Vermont, Nevada, Montana.

Delaware's tax was permitted to expire this year, according to statute.

States now levying cigarette taxes include: Idaho, Florida, New Mexico, Alabama, Arizona, Arkansas, Connecticut, Georgia, Illinois, Iowa, Kansas, Kentucky, Louisiana, Maine, Massachusetts, Mississippi, New Hampshire, New York, North Dakota, Ohio, Oklahoma, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Washington and Wisconsin.

## Tobacco Tables

This list is printed for the guidance of cigarette operators. Hundreds of them have found it advantageous to attend the meetings of the Tobacco Tables. Outside of excellent programs, many worthwhile contacts are possible and much good can result.

**BIRMINGHAM:** Second Wednesday of each month at the Thomas Jefferson Hotel at 1 o'clock.

**BOSTON:** Kenmore Hotel, second Monday, in the evening.

**CHICAGO:** Sherman Hotel, every Tuesday at noon in the Bamboo Room.

**CLEVELAND:** Hollenden Hotel, first Wednesday at noon.

**DALLAS:** Dallas Athletic Club, first and third Mondays, noon.

**DETROIT:** Charles Fisher's Restaurant, 666 Lothrop Avenue, second Monday at noon; fourth Monday at 6 o'clock dinner.

**KANSAS CITY:** Hotel President, every third Wednesday evening in each month.

**INDIANAPOLIS:** Columbia Club, third Monday at noon.

**LOS ANGELES:** Biltmore Hotel, first and third Fridays, at noon.

**MINNEAPOLIS:** Dyckman Hotel, every Thursday at noon.

**NEWARK:** Robert Treat Hotel, first and third Thursdays, noon.

**NEW YORK:** Martinique Hotel, every Tuesday at noon.

**PITTSBURGH:** Every third Monday noon at the Roosevelt Hotel.

**SAN FRANCISCO-OAKLAND:** San Francisco Commercial Club, second and fourth Fridays at noon.

### Cigs At High Peak

WASHINGTON — Tax-paid output of every type of tobacco product with the exception of large cigarettes increased in October.

October production of cigarettes was an all-time high, amounting to 31,340,458,567—an increase of 58.44 per cent above October, 1944.

Cigarette production in the ten months period amounted to 226,155,656,823, an increase of 12.57 per cent over the corresponding period of 1944.

### Army Sends Thanks

HAVERHILL, Mass.—Francis C. Du Grenier, new consulting engineer for Arthur H. DuGrenier, Inc., has received acknowledgment of the job performed by that firm during the war years.

In a letter J. H. Campbell, Lieut. General, Chief of Ordnance, wrote in part: "Your outstanding performance, particularly on the B. A. R. firing pins, has earned you widespread recognition."

\* \* \*

"Why do you admire that preacher so much?"

"Any man who can keep a flock of women quiet an hour deserves admiration."

COIN  
MACHINE  
REVIEW

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FOR  
JANUARY  
1946



# Challenger

Combining the sturdiness — the glamour — the reliability inherent in good fighters as well as in good equipment, the DuGrenier "Challenger" will soon usher in a new era in Cigarette Merchandising.

YOU MUST SEE DuGRENIER!



**Arthur H. DuGRENIER, Inc.**  
15 Hale Street Haverhill, Mass.

# *It's Here!!*

## THE NEW AUTOMATIC

*All Electric*

# CIGARETTE VENDING MACHINE



Operators! The new "Eastern Electric" Cigarette Vending Machine is as "Modern as Tomorrow", with its sleek, console beauty and its positive, silent operation.

Operators in the east have very definitely approved it, because

- *It Protects Your Better Locations From Competitors' Machines*
- *It Makes Possible New and Better Locations*
- *Its All Steel Structure Makes It Virtually Damage Proof*
- *Its Modern Design, Sturdy Construction and Economical Operation Represents the "Last Word" in Cigarette Vending Machines*

PRICE

## \$159

FOB New York  
1/3 cash with order—balance sight draft. Usual terms on purchase of 5 or more.

FOR BIGGER BUSINESS—FOR BETTER BUSINESS PLACE YOUR ORDER NOW. ORDERS FILLED IN ORDER RECEIVED. BE THE FIRST IN YOUR SECTION. SHIPMENT FROM LINE PRODUCTION IN FEBRUARY.

### SPECIFICATIONS

Speedy delivery (exactly  $1\frac{3}{4}$  seconds). Dial Selector to change prices of merchandise. Precision-made parts; unbreakable glass showcase window; electrical equipment designed to Underwriter's Laboratory specifications; positive mechanical feed; assured delivery of matches; fingertip button release; all electrical silver contacts. Any combination of coins in 5 and 10 cent pieces; merchandise can be sold from 10 to 40 cents. Compact cabinet approximately 44 inches high, 12 inches deep, 24 inches wide; capacity of machine 8 columns, 40 packs to a column, with column designed to take standard or king size without adjusting. Operates on AC or DC current.

*Exclusive Sales Distributors*

## EASTERN ELECTRIC VENDING MACHINE CORP.

General Motors Bldg.

1775 Broadway, New York, N. Y.

Tel. Circle 5-7851

Manufactured by C-Eight Laboratories  
Newark, New Jersey

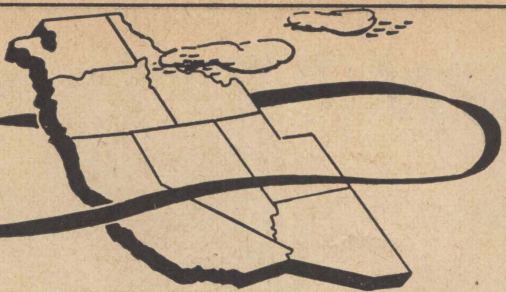
J. P. Marcelle, Pres.; Mario Caruso, Sec. & Treas.  
Hal R. Meeks, Sales Manager

COIN  
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# In the West



## Los Angeles

The waiting continues! Operators have been reluctant to buy, believing that new equipment will be rapidly forthcoming. It isn't. Repair establishments tell of the lull caused by the new machine threat. Apparently operators are not considering the terrific material shortage that is bottlenecking every manufacturer in the business.

An important meeting of AOLAC was held on December 11th at which time matters affecting operating in this area were discussed. A Long Beach situation has added heat to an undesirable situation.

Nick and Marge Carter, Nickabob Sales, are back from a trip through the San Joaquin Valley and on up to Frisco. Nick's new branch in Fresno will open on January 1st. A former tenant in the building caused some trouble by not moving his storage out in time for the announced December 15th opening.

Lucille Laymon had a thrill (?) a few days ago when a chap came in and after establishing her identity, asked her to guess his. When she gave up, the chap took her back to Indiana when he was a pupil of hers in high school some years back. "It's things like this," said Lucille, "that make you start to feel you're crawling along behind Father Time at a steady gait."

Former operators are leaving the service and returning to their first love. Stuart Metz, out of the Navy, has rejoined S. & A. in San Bernardino. Harold Halgren, out of the Seabees, will resume operating. And—incidentally, Harold had to wear his uniform for several days while he scurried around trying to find clothes, for he'd outgrown his prewar togs. Charles Cahoon, Long Beach, has kissed the Seabees goodbye and is ready to start operating when he can get equipment. Norman E. Glover, discharged from the Navy, has opened a service and repair business in Bell.

Jack Gutshall made San Francisco headquarters for the second week in De-

cember while he scouted business for his line up of records.

Jimmy Rutter, infanticipating in February, is back from Marysville, Baker, Barstow and San Diego where he assisted operators on repairs.

AOLAC continues its goodwill campaign with Churches and Charitable Groups by supplying equipment for parties, carnivals, bazaars, etc. More than a dozen thank you letters received the past month, attest to the value of such a program.

Frank Spencer Root, Jr., 7 pounds and 12 ounces, made his appearance on October 23rd and immediately took over the center of interest at the home of the Roots. Red hair, and all, the youngster bids fair to becoming as good an operator, in time, as his old man.

Out-of-town operators in on equipment and supply buying the past month included the following at Laymon's: Perry Irwin, Ventura; G. L. Catlin, Montrose; J. A. Stewart, Reno; E. J. Bryant, Glendale; D. D. Patton, Turlock; Eddie Seaman, San Bernardino; Earl Beatty, Temple; Ed Sullivan, Oceanside; Ray Ressel, Riverside; A. R. Kelly, Pismo Beach; Glen McCarter, Calimesa; Charles Whale, Colorado Springs, Colo.; J. P. Bender and W. H. Shorey, San Bernardino; Louie Dunn, Monterey Park and S. L. Griffin, Ontario, to mention only a few.

Frank Lamb is back in town after a vacation trip in the middle West.

Bud Parr returned from San Francisco on the 12th after visiting his Bay District office for the first time in weeks.

Bill Wolf, that seasoned traveler, arrived from Chicago on the 6th, left for the San Francisco office on the 11th, returned to Los Angeles on the 17th and expected to head for Chicago again on the 20th. California Amusement has a big showing of AMI instruments scheduled for January.

Tom Wall, of California Games, and Associates, are installing a new beach concession game on the Pike in Long Beach. From now on Tom will divide his time 'twixt the game and gals bathing

down thar.

They live differently in Nevada. At least Charlie Robinson found that true on a recent visit to the key cities where spots are open around the clock. To contact owners and operators Charlie had appointments from 4 a.m. on through to midnight. When he got home he spent a full day sleeping and recuperating from such arduous business engagements.

Aubrey Stemler left with the Missus on the 11th for Chicago to be on hand for an important business conference which should result in an important announcement next month.

Mr. and Mrs. Paul Laymon and Mr. and Mrs. Ed. Wilkes week-ended in the Lancaster area the middle of the month in search of desert holly for Christmas home decorating.

Connie Berkbauer, a former customer of Bill Happel's in the years he was at Badger Novelty, sold his operation in Milwaukee and took a look-see at California. You guessed it! Connie bought a house, hied home to Milwaukee to sell his home there and get back here quick. When new equipment is ready he expects to establish an operation.

New serviceman at the Laymons' is Fred Johnson.

Lane Jasper is on a business trip to Chicago.

John McCall has been busy the past month, taking time out from his operations, to cut and bring to Los Angeles a quantity of Christmas trees from the Lake Tahoe area.

Apollo Record Distributing Co. has opened local offices on West Pico.

E. L. Hearn, of Globe Records, and operator-extraordinaire, has been fighting arthritis.

Fred Meyers, of K & M Service, has been on a prolonged trip through the South and is sending through terrific orders for records handled by the firm. On the 13th he was 500 records ahead of the local sales record of L. E. Kelly.

Jack Simon is displaying a new one-wheel trailer that looks good for operators. See it at Sicking Distributing Co.

The display rooms of W. E. Simmons are in order in the Bekins Storage Building in Hollywood and awaiting the new Aireon phonographs.

Explorer: What was the name of the man you captured yesterday?

Cannibal host: I don't remember, but you'll find it on the menu card.

## SALESBOARDS

Send No Money  
Immediate Shipment

We Ship C.O.D.  
Finest Quality

| Holes            | Name                               | Profit    | Price  |
|------------------|------------------------------------|-----------|--------|
| 1000 25c         | Golden Boy Chas.-Th.-Prot., Def.\$ | 45.       | \$1.10 |
| 1000 25c         | Jackpot Charley—Semi.....          | Avr. 52.  | 1.74   |
| 1200 25c         | Texas Chas.—Protected.....         | Avr. 102. | 2.50   |
| 1000 5c          | One for All—Thick—Prot.....        | Avr. 27.  | 2.95   |
| 1000 Holes up—5c | J.P. Asst., Avr. \$24 to           | 37.       | 2.95   |
| 1000 5c          | Wild Cherries—Thick—Prot.....      | Avr. 27.  | 3.75   |
| 1050 5c          | J. P. "Girlie"—Thick—Prot.....     | Avr. 27.  | 3.75   |
| 970 5c           | Intruder—X Thick—Prot.....         | Avr. 27.  | 3.95   |
| 1200 5c          | Net Results—Thick—Prot.....        | Avr. 32.  | 3.95   |
| 1000 10c         | Gilded Baby—Thick—Prot.....        | Avr. 56.  | 3.98   |
| 2288 10c         | Barrel Kpts.—Th.—Prot.....         | Avr. 83.  | 4.98   |

ESTABLISHED 8 YEARS

## LEGALSHARE SALES

BOX 86Z 222 2nd ST. PHONE 2842  
HUNTINGTON BEACH, CALIF.

## NEW EVANS FREE PLAY, CASH PAY AND COMBINATION CONSOLES

WILL BE ON DISPLAY IN OUR SHOWROOMS SHORTLY AFTER CHRISTMAS

OUR POLICY WILL BE TO SERVE OPERATORS ACCORDING TO DATE OF ORDERS RECEIVED AND WILL BE ROTATED ACCORDINGLY. VISIT WITH US AND YOU WILL FIND EVANS CUSTOM-BUILT CONSOLES THE FINEST MONEY CAN BUY—ANYWHERE—ANY TIME.

## PACIFIC COAST DISTRIBUTORS

1347 W. Washington Blvd.  
Los Angeles 7, California  
Richmond 5527

COIN  
MACHINE  
REVIEW

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FOR  
JANUARY  
1946

## Portland

On December 10 the Operators of Portland attempted a get-together at the Multnomah Hotel for the purpose of discussing plans for an Association. Inasmuch as some of the majority groups were not present, no matters of consequence could be aired and for that reason it was decided to adjourn and make an attempt to get more of the fellows together on January 17.

Many of the local ops seems to agree that for their own welfare, some kind of an Association with the means of controlling the situation to a degree would be beneficial to all concerned, but from appearances a general mutual accordance of ideas is going to be a difficult matter. (Who, around these parts, could wield an axe of authority?)

Have heard it rumored that already a number of the old time operators have found it wise to trim location percentages, and in view of the apparent mounting costs, and prices of new equipment, it is apparent to this correspondent, although at present removed from the operating business, that the old percentages can not profitably be paid to locations in the future.

Since very little new equipment has appeared, there seems to be little in the way of news to report except some of the activities of local personalities.

Clayton Ballard, after a strenuous trip, making the rounds of his large territory for Aireon, is at present laid up with tonsillitis but plans to fly tomorrow for Spokane with Budge Wright and Walter Solomon (business or pleasure?) . . . Vern Raw, back at Seaside, the home town, after one of the shortest recorded stays in the Navy (one month) . . . Earl Bush of Coos Bay, reportedly getting along o.k. after a serious accident . . . Saw Marty Fibiger at one of the jobbers looking thin but pleased to be out of the Navy . . . plans to rest before a trip to Chicago in January . . . Bill Haner doing free lance repairing since release from the Navy and looking for a place to set up shop.

Roy Gatto claims, and probably truthfully, the distinction of being the only man on the coast still operating 250 Keeney boxes profitably . . . (he looks happy and unconcerned . . . a pat on the back for Jack Keeney) . . . Al Brun, back from Europe at Coast Amusement, reports his first impression of his new son satisfactory . . . Sol Fox, still getting around to his music spots, and hitting on all 16.

Maury Wiczer, with Harry Marcus of Chicago, has been calling on the local trade . . . has a few parts left to sell so is heading for Tacoma and Seattle . . . Sgt. Eddie Glazier expected back from China in January.

Keith Payne representing Clark Distributing Co. has liquidated his house in Seattle and purchased a new home with acreage in the Northeast district of Portland . . . Clark Distributing remodeling the building that they have leased, as their headquarters on Northwest 16th and Lovejoy.

The Jack Moore outfit is forced to get by with a skeleton crew probably until the first of the year . . . Jack and all Branch Managers, Shop Foremen and Servicemen are at the Seeburg Factory in Chicago for a meeting of Distributors and a Servicemen's School . . . meeting now instead of in January because of Hotel shortage . . . of this group a number plan detours before heading homeward . . . A. S. (Bert) Beutler and wife



Budge Wright, Portland distributor, takes a turn on the new Victory Derby while Jack R. Moore, Pacific Coast Representative looks on—smiling encouragingly as Budge collects.

("Free") stopping by Ashland, Ky. for Xmas . . . Ed Cusson plans to visit his sister at Angola, Ind. . . . Eddie Eby visiting El Paso for Xmas with his son . . . Dan Hugenin returning via San Francisco.

Operators are anticipating another deluxe Xmas party at the Moore office with turkey and trimmings, etc., and hoping that traditions will be followed with C. H. McGirr mixing and serving the Tom and Jerry batter. During the shortage of Moore executives, Forbes Simpson, who was enroute to San Francisco, was talked into pinch-hitting for the service department until Xmas . . . and Dick Hiland has gone on the road for Jack (permanently).

Frank Bennett reportedly has purchased L. H. Robison's operation of games . . . Rumor has it that G. F. Johnson may retire shortly and allow his two sons to succeed him . . . Sgt. Tom Bushby at present writing reports from Victorville,

Cal. . . . Rolly Savage working with Johnny Welch since returning from the Navy . . . Chet Doerr still plugging away with Melody Amusement . . .

Over at Nat Schoen's, home of "The Phonograph of Tomorrow", E. Roland Allen, General Manager, reports troubles again this month . . . Since the Liquor Commission ended rationing, he has made daily attempts to buy Scotch . . . finally got two bottles but was forced to give them away for Xmas . . . so none left for poor Roland.

Darrel Ellis, prominent Los Angeles operator, has been visiting his brother Neal Ellis of the operating firm of Ellis and Taylor at Neal's palatial "Canterbury Castle" . . . after slipping on a banana peel while attempting to dive into Neal's swimming pool (he claims there ain't no dive like this Canterbury Castle in L.A.) . . . so he hied back to L.A. to liquidate his affairs . . . his return to Portland will be accompanied by the opening of a new exclusive steak house.

That's about all I can find out that should be printed, this time. See you next month.

Fritz Hall

## Richarme Retiring

LONG BEACH—Joe Richarme, who has operated a jobbing business under the name of the Long Beach Coin Machine Exchange for a number of years, has announced his retirement from jobbing and distributing activities.

"I do not intend to re-open the salesroom on coin machines or radios," said Joe. "I am going to take a needed rest. The boys (Thompson Brothers) are going to operate out of this place and use it for their headquarters."

The best wishes of the Industry follow you, Joe, and we hope for your early return to activity in our industry.

REVIEW ADVERTISING PAYS

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## Photo Electric RIFLE RANGE CONVERSION FOR

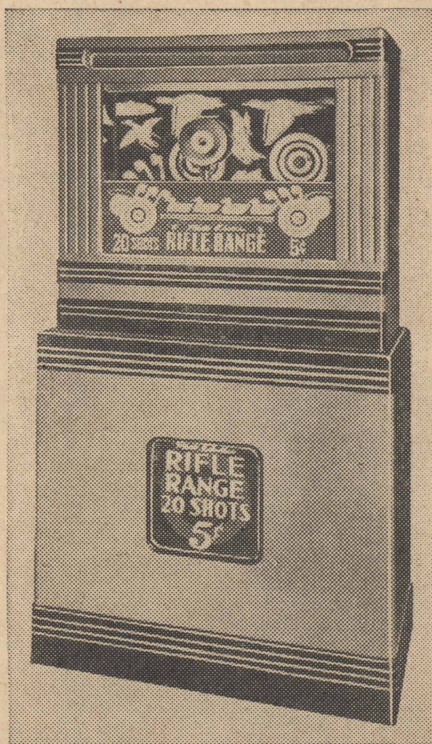
"Shoot the Jap" . . . "Chicken Sams" . . . "Convicts", are all making top dollars when converted into the brand new Coinex Photo Electric Rifle Range. Can be installed on location in 20 minutes by anyone; has great player appeal; location-tested. Rifle Range includes all the old target principles. As standard as sugar and salt.

\$14.75  
in lots of 3  
\$17.50  
sample  
f.o.b. factory

SEE

PAUL A. LAYMON  
DISTRIBUTOR

1503 West Pico Los Angeles 15



# Salt Lake City

R. F. Jones and Roger A. Tays of the Jones Distributing Co., exclusive distributors for J. P. Seeburg Corp., Bally Mfg. Co. & O. D. Jennings, have just returned from Denver after completing arrangements to open a branch office shortly after the first of the year in that city.

Bill Erskine, who has just received his discharge from the Army, will be the new branch manager. The building is being completely remodeled with a new glass brick front and all modern display rooms and shop.

Jones intends that the new office will act in the same capacity as the Salt Lake office, a One-Stop-Store for the coin machine industry.

Enthusiasm is running high among the operators of the Salt Lake territory since they have been receiving deliveries on the new Bally Victory Derby. The last two weeks the Jones Distributing Co. has been a meeting place for all the operators getting their new machines. Comments from the operators in each case seem to

be "Thanks for the Two—when can we get 10 more?" Jones reports.

The Rowe Cigarette Service with B. E. Moran in charge, reports business good despite the holidays, at which time activities are usually rather quiet.

Reports just received from Twin Falls, Idaho, declare that county commissioners there, discussing the county's gambling sore spot, the 12 slot machines in night clubs outside Twin Falls city limits, gave the operators the green light signal this week providing a \$50.00 per year payment is paid the county for each machine.

The two clubs granted permission to operate the machines are the Canyon Lodge and the N. Club. Eight machines ranging from 5 cents to \$1.00 will be operated at the N. Club while the other four ranging from 5c to 25c will be in use at the Canyon Lodge.

Commission Chairman Ernest V. Molander explained that the \$50.00 license fee which has been collected for each machine will put the county gambling spots under supervision of the sheriff's office; period is from November 1 to July 1, 1946. Other commissioners giving their approval for operation under the new fee were Kenyon Green and Ben Potter.

The county previously granted permits to both lodges for operation as liquor locker clubs under \$500 surety bond. The bond for the N. Club dated Nov. 14, was reviewed and approved by commissioners. It was signed by John L. Robertson and Etta B. Robertson.

Viola Hutton

# Seattle

When Councilman James Scavotto proposed an ordinance limiting the number of city pin game licenses to 2,000, he tossed out the hottest potato Pacific Northwest Coinland has handled in years. At the time Councilman James spoke the fated words, there were 1,940 licenses on the municipal books; but ere his voice had cleared the august chambers, somebody scooped up sixty. The 2,000 limit was reached and Scavotto wanted no more. The action, he claimed, would benefit local operators because outside interests, intent upon sweeping in for a killing, would be stymied.

The story, as it came from City Hall, went like this: the pin game situation as it now functions, is good. The city has glossed over the operators and finds the boys are not cut-throating nor installing near schools. The City Fathers want to keep it that way, and that's the reason for the proposal.

If we still possessed the naive freshness of our rookie reporting days, we would be tempted to swallow the yarn, smack our lips contentedly and say, "That's mighty nice of the council to look out for local operators." But after birds-eye-viewing the field for more than eight years, we know that politics and the Good Samaritan are never on speaking terms, and to keyhole the picture in its clearest perspective, we knew we had to dig—but deep.

After probing the countless ramifications, after listening to a cross-fire of diverse charges and counter-charges, after searching out the angles and putting them under a powerful magnifying glass, this is the way the cards stack:

There is strong evidence that the monopoly boys are on the move. You can count the really large pin game operators on the fingers of one hand and still have one or two digits left untouched. One of them allegedly put the bug in Scavotto's

ear. Another "biggie" was heard boasting about what would happen if the ordinance was made law. "If the small guys will play ball with me, I'll take 'em under my wing. If they don't, they won't have their licenses very long."

If a few top ops did succeed in ruling the roost, the plight of the distributor would be a sorry one. If the big boys didn't want to buy any new games, they just wouldn't buy any; and if they didn't feel like giving the location ace-high service, they wouldn't. If there were any small operators left, they would be in business by the good graces of the big guys and they wouldn't dare make an untoward move. The monopoly boys might eventually get control of all 2,000 licenses and run the show the way they wanted to run it.

Restaurant and tavern owners howled their protest to the council. Let's look at their side of the picture if the 2,000 limit were in effect. Bill Dokes runs a small cigar store and the two pin games help pay the rent. Up the street, Elmer Doe opens a large bowling alley. He wants a couple games. The operator, being limited in licenses, removes the two games from Bill Dokes' store and places them in Elmer Doe's alley, thereby increasing their play—but certainly not helping Bill Dokes pay his rent. The best spots would get the games; the small locations would go without.

Vigorous opposition on the part of locations caused the measure to be indefinitely postponed, but it is showing life again under different markings. The council changed their tune—but does the same melody linger?—and wanted every operator applying for a license or renewal to pass through the police lineup, after which the council would arbitrarily approve or disapprove. The opposition fired back that there was nothing wrong with that if the council would show cause why an applicant was disapproved and if the applicant had recourse to law.

That's where the proposal stands today: officially, it's indefinitely postponed; unofficially, it's still a hot potato that hasn't sprouted.

\* \* \*

It happened to a friend of an operator. She took little Junior, aged 5, down to confer with Santa Claus at one of the department stores. This particular store has a novel window display. Amid a background of white bobbing Eskimos and penguins, sits Santa in all his glory. At his elbow is a microphone, and the words of Santa and the boys and girls he interviews are loud-speakered to the audience outside. Junior waited in line. Youngsters who drove Mamma and Pappa simply cra-a-azy at home, walked up meekly and sat practically tongue-tied on the red-suited lap while Santa gushed over the little angels. Came Junior's turn. Up the ramp and on to the lap he went. Then Santa went into his routine. "Well, my little man, what do you want for Christmas?" he asked genially. Little Junior (so help me, I've got witnesses that'll swear this actually happened) looked very annoyed, and said: "Jesus Christ, haven't you got my letter yet?"

And still they come: Coin Row's well-worn welcome mat thumped to the arrival of Al Sleight, regional sales manager for Bally, and Operators Abe VanDiest, Yakima, Ted Brower, Aberdeen, Roy White, Port Angeles, Earl Stump, Anacortes, E. L. Lewis, Klamath Falls, and Van Booth, Mt. Vernon.

Twenty trophies and three war bonds

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## ALL A-1 RECONDITIONED ARCADE EQUIPMENT

|  |          |
|--|----------|
| A.B.T. Challengers   | \$ 25.00 |
| A.B.T. Target Skill (Late Model)                                       | 25.00    |
| A.B.T. Skill (Model F)   | 19.50    |
| Ace Bomber   | 235.00   |
| Aero Ball  | 39.50    |
| Bally Alley  | 29.50    |
| Bally Basket Ball (repainted)  | 75.00    |
| Bally Bull   | 69.50    |
| Bally Rapid Fire   | 125.00   |
| Barrel O'Fun (Exhibit)   | 99.50    |
| Batting Practice (Scientific)  | 109.50   |
| Bicycle Speed Tester (Exhibit)   | 125.00   |
| Card Venders (Exhibit) with Base                                       | 25.00    |
| Card Venders (Without Base)  | 17.50    |
| Card Venders (Metal Int.) 2 for 5c                                     | 39.50    |
| Chester-Pollard Golf (Painted)   | 39.50    |
| Chicago Coin Hockey  | 189.50   |
| Chuck-O-Luck   | 5.00     |
| Donkey Strength Tester   | 139.50   |
| Egyptian Mummy Exhibit   | 119.50   |
| Evans 36 ft. Duck Pin Alley coin-operated, (unrated) Automatic Pin Set | 189.50   |
| Evans Tommy Gun  | 109.50   |
| Fireman (Int. Thigh-O-Graph)   | 109.50   |
| Golf Put-er-In 6 feet  | 29.50    |
| Gripper, Single (Cottlieb)   | 15.00    |
| Gripper, Arcade with Stand   | 29.50    |
| Grip Tease   | 59.50    |
| Hockey (Seeburg)   | 69.50    |
| Home Run   | 11.00    |
| Int. Microscope (with stand)   | 29.50    |
| Int. Microscope L. Sign Counter  | 29.50    |
| Jungle Hunt  | 25.00    |
| Keeney Air Raider  | 149.50   |
| Keeney Anti-Aircraft (Repainted)                                       | 42.50    |
| Keeney Submarine   | 89.50    |
| Kicker and Catcher   | 25.00    |
| Kiss-O-Meter   | 169.50   |
| Knotty Peak (without Stand)  | 49.50    |
| Liberator  | 215.00   |
| Love Meter   | 29.50    |
| Love-O-Meter (Floor Model)   | 129.50   |
| Mills Panoram  | 325.00   |
| Mills Peep Show (without stand)  | 225.00   |
| Mystic Eye (Exhibit)   | 139.50   |
| Photo Electric Rifle Range Unit (Changeover for Seeburg Guns)          | 13.75    |
| Pikes Peak   | 15.00    |
| Peep Show (Back to Nature)   | 49.50    |
| Peek Show (Have a Look)  | 49.50    |
| Plantellus (without side signs)  | 39.50    |
| Popmatic Popcorn Machine   | 69.50    |
| Periscope  | 215.00   |
| Poker & Joker  | 89.50    |
| Radiogram (Exhibit)  | 150.00   |
| Rameses (Exhibit)  | 150.00   |
| Red, White & Blue Target (A.B.T.)                                      | 22.50    |
| Rockola Ten Pins (Unpainted)   | 59.50    |
| Rockola Ten Pins (repainted)   | 69.50    |
| Rotary (Pusher Type) without motor                                     | 149.50   |
| Screen Test  | 149.50   |
| Seeburg Chicken Sam  | 109.50   |
| Skee Ballette (Gottlieb)   | 69.50    |
| Skee Jump (repainted)  | 59.50    |
| Skill Jump (Groetchen)   | 29.50    |
| Shocker, Advance Electric Co.  | 12.50    |
| Sky Fighter  | 225.00   |
| Striking Clock (Counter Model)   | 49.50    |
| Super Bomber (Evans)   | 235.00   |
| Stoner's Races   | 89.50    |
| Tail Gunner  | 119.50   |
| Ten Strike (Evans)   | 59.50    |
| Ten Strike Evans (Repainted)   | 69.50    |
| Test Pilot (Cabinets Only)   | 20.00    |
| Texas Leaguer  | 49.50    |
| Tokyo Gun  | 119.50   |
| Tricks (Genco) Pin Ball  | 29.50    |
| United Nations   | 89.50    |
| Western Strength Test  | 39.50    |
| Whoopie Ball   | 3.50     |
| Wizard Pen   | 169.50   |
| World Series (Rockola)   | 89.50    |
| Your Future Home   | 29.50    |
| Pikes Peak Stands  | 1.95     |

IDEAL NOVELTY CO.

2823 LOCUST ST. ST. LOUIS, MO.

are the total winnings of Op Porky Jacobs' winningest dog, Le Monde Chic de Larson. The prize toy poodle picked off two more "firsts" in the Tacoma and Bremerton dog shows. Out of 427 entrants in Tacoma, Judge Forrest Hall named Porky's pooch as the best breed.

The inventive resources of George Schnabel, flowering to fullness with his revolutionary Coinmaster, has again plucked the pulse of popular appeal with a new one-shot marble game, which can be operated on automatic payout or free play. With a simplified mechanism and eye-catching features, George expects production to be rolling at top speed in six or eight months. His 1,000th cheat-proof Coinmaster coin-chute was sold to Lonnie Logsdon of Oregon City. Four traveling ambassadors of installation recently rigged up fifty for Jack Campbell, Portland, and fifty for Earl Bush at Marshfield. Six new installers are now being trained for their precision-perfect duties.

The Decca Co. double-spreaded a national advertisement on Mills Brothers' "Paper Doll." The orders poured in, which is wonderful news if you have the stock—but Decca didn't. So if you walk into the local office and find Andy Huffine and his helpers cutting paper dolls, remember they're only doing the best next-to-dish thing.

The carpenters have cleared away the last of the lumber; the painters have splashed their final brushful; the machines have been moved and the help has been hired—Seattle Coin Machine Co. is ready for post-war business in their newly renovated quarters. Co-owner Sam Grossman plans to man his shop with one slot-machine expert, one phonograph specialist, and one pin-game mechanic. Co-owner Earl Everett points out that theirs is the only jobbing house on the Row whose shop receives the full benefit of ventilation and light. "Most shops—and I've worked in enough to know—are in the back of the house, and after a day's work the stale air gives a guy the wobbles. Ours has a front-view of Elliott Bay and the best ventilation and working conditions possible."

Meat-rationing was on its last legs when Op Stan Fehrenbacher and his ace mechanic Jerry Steffan, also on their last legs, plodded along in Okanogan County during a game-less hunting expedition. At a turn in the trail Jerry looked up and saw his boss's ear bleeding. "Hey, look," he said, "something's hit your ear." Stan reached up a hand and sure enough it was the stuff red corpuscles are made of. "What did you do to my ear?" he demanded of his mechanic. Jerry stammered that he didn't know what had happened, so they proceeded to a first-aid station. On returning to Seattle, Stan recounted the details to Op-Gagster Porky Jacobs. Pointing to his ear, he said, "This is where they nicked me."

"Serves you right," Porky wagged, "for trying to get meat without points!"

*New Year Notings in a Nutshell*—After three years and two months, Uncle Sam finally relinquished his hold on Ron Pepple. On December 7 at the Fort Lewis Separation Center, Northwest Sales' boss-man traded his "PFC" for "Mister" . . . The mystery of what happened to Esther Erickson, who took off like a bird and didn't return to the Jack R. Moore nest until a week later, goes down in the record book as "unsolvable." Esther won't talk—and when a woman won't talk, it's not only news but unnatural.

After months of disappointment and ill-luck, there'll be a happy ending to the Bob

Chamberlin story. Cured of bullet wounds in Okinawa and eye-poisoning at Honolulu, Bob arrived in San Diego, thence to Camp Pendleton, where he now awaits processing and discharge . . . Capitol Records open here the first of the year with Ed Miller in charge . . . Back to Heberling's comes ex-navyman Cal Clifford. The sailor from Kent, an ex-route man, recently proud-papped for the third time: all boys.

Hunched over his typewriter valiantly punching at the keys, Solly Solomon bemoans the stenographic shortage. "Efficient help is harder to get now than during the war," Solly says . . . Victory in 1945; Victory Derby in 1946! Bally's new game is receiving a rousing reception . . . With a pocketful of ambition and a pocketful of greenbacks, Vernon T. Hilton is taking ground lessons in vending preparatory to blossoming forth as a full-fledged operator.

Emmett Lenihan, legal adviser for the pin-game associations before the country's call to arms, has doffed his blouse, turned in his "pinks," and handed the eagle back to the U. S. Army . . . Ten years is a long time to wait for anything, but after a decade, Carly Gohr finally came into his own as a hunter. He bagged four deer and a 1200-pound, 52-inch-horn-spread moose on two trips to the wilds of Canada.

It was a triple play: Puget Sound Novelty to Jack Moore to Western Distributors, with Solly Solomon making the put-out by adding Vern Preston to the shop staff . . . The Heberling office is being remodeled, and you have to play hide-and-seek with the painter's ladder to locate their temporary quarters . . . Ex-Decca chief Bill Clark is ship-yarding in Seattle . . . After navying in the South Pacific, Portland Sherman Arps joined the staff of the local Moore shop.

Two-thirds of the trio purchasing Fred

Lavell's one-ball automatic route in Spokane have been identified as T. V. Smith and Gordon R. Loosmore . . . Back in Seattle circulation is Lyle Tenney after a sojourn to Minneapolis . . . Jesse Bickford is enroute to Bremerton for separation from the navy and the blues that made him so blue.

Sgt. Louis Karnofsky

## Denver

James P. Blackwell, pioneer coin machine operator, is now entering upon a new phase of the business; he is taking into partnership two of his long-time associates, Mrs. Nilla C. King, for many years office manager and secretary, and Earl C. Van Zandt, who was route manager and supervisor of operations during the operating days in the business.

Both Mrs. King and Van Zandt were very happy about the new arrangement and lavish in praise of Blackwell's thoughtful consideration for his associates. Van Zandt reviewed past operations and said that Blackwell was really the pioneer man in the music box business in this country and is responsible for a great many of the innovations that have popularized it until it is now a utility. He built up and was at one time recognized as the largest operator of coin operated phonographs in America. He has been very successful, yet in his own personal success he has remembered those who contributed to that success. He often said that he "didn't want all the money in the world," and proved it by selling his routes to the boys who were loyal to him during his operation of those machines, and today, with one exception, Van Zandt said, all of those routes are paid for and the young men who used to be Blackwell's route men

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1946

# MONARCH QUALITY

## SOMETHING TO RAVE ABOUT

### SPECIAL SLOT VALUES

|                      |          |                        |          |                           |          |
|----------------------|----------|------------------------|----------|---------------------------|----------|
| Gold Chrome 5c.....  | \$275.00 | Orig. Chrome 5c.....   | \$250.00 | Melon Bell 5c. H.L.....   | \$225.00 |
| Gold Chrome 10c..... | 315.00   | Orig. Chrome 10c.....  | 275.00   | Black Front 5c H.L.....   | 275.00   |
| Gold Chrome 25c..... | 350.00   | Orig. Chrome 25c.....  | 300.00   | Black Front 25c H.L.....  | 275.00   |
| Blue Front 5c.....   | 150.00   | C1 Bell Cons. 5c.....  | 350.00   | Q.T. 5c Late.....         | 125.00   |
| Blue Front 10c.....  | 175.00   | C1 Bell Cons. 10c..... | 400.00   | Q.T. 10c Late.....        | 125.00   |
| Blue Front 25c.....  | 225.00   | C1 Bell Cons. 25c..... | 400.00   | Gl. Gold Q.T. 1c New..... | 79.50    |

### Ready For Location—Reconditioned Automatic Payout Consoles

|                               |          |                              |          |                              |          |
|-------------------------------|----------|------------------------------|----------|------------------------------|----------|
| Bally Big Top.....            | \$109.50 | Mills 3 Bells.....           | \$895.00 | Pace Twin 5c & 25c.....      | \$475.00 |
| Bally Rollem.....             | 145.00   | Mills 4 Bells.....           | 395.00   | Jumbo Parade Late 5c.....    | 135.00   |
| Bally Hi Hand 25c.....        | 295.00   | Mills 4 Bells L.H.....       | 575.00   | Jumbo Parade 25c.....        | 295.00   |
| Bally Club Bells.....         | 275.00   | Pace Saratoga 5c.....        | 99.00    | Paces Races Br.....          | 175.00   |
| Evans '40 Pacer.....          | 325.00   | Baker Pacer, D.D., J.P.....  | 265.00   | Super Bell Twin 5c & 5c..... | 395.00   |
| Evans Lucky Lucie.....        | 150.00   | Baker Pacer J.P. Remote..... | 365.00   | 4-Way Super 3/5 & 25c.....   | 650.00   |
| Evans '39 Bangtails.....      | 150.00   | Jennings Silvermoon.....     | 135.00   | Super Track Time.....        | 295.00   |
| Evans '41 Bangtails, J.P..... | 295.00   | Jennings Bobtail.....        | 125.00   | Caille Roulette 25c.....     | 275.00   |
| Evans Rollette Jr.....        | 125.00   | Super Bell 5c.....           | 325.00   | Jennings Golf Ball 25c.....  | 195.00   |
| Ev. '41 Domino J.P. 5c.....   | 295.00   | Derby Day S.L.....           | 65.00    | Bally Hi Hand 5c.....        | 195.00   |
| Ev. '41 Domino J.P. 25c.....  | 525.00   | Pace Twin 5c & 10c.....      | 395.00   | Paces Pay Day 25c.....       | 225.00   |

### Thoroughly Reconditioned Free Play Consoles

|                       |          |                      |          |                       |          |
|-----------------------|----------|----------------------|----------|-----------------------|----------|
| Super Bell Comb.....  | \$325.00 | Big Game Latest..... | \$135.00 | Jumbo Parade F.P..... | \$110.00 |
| Bally Club Bells..... | 275.00   | Silver Moon Tot..... | 119.50   | Bally Big Top.....    | 109.50   |

### Thoroughly Reconditioned 1-Ball Multiple Payout Tables

|                              |          |                  |          |                     |          |
|------------------------------|----------|------------------|----------|---------------------|----------|
| Fairmont.....                | \$195.00 | Sport King.....  | \$275.00 | Keeney Fortune..... | \$200.00 |
| Turf King.....               | 375.00   | Kentucky.....    | 275.00   | Santa Anita.....    | 165.00   |
| Jockey Club.....             | 375.00   | Long Shot.....   | 275.00   | Spinning Reels..... | 110.00   |
| Gottlieb Multiple Races..... | \$99.50  | Mills 1-2-3..... | \$69.50  |                     |          |

### Free Play Tables

|                 |          |                  |          |                      |          |
|-----------------|----------|------------------|----------|----------------------|----------|
| Longacre.....   | \$475.00 | Pimlico.....     | \$375.00 | Snortzman.....       | \$295.00 |
| Thorobred.....  | 475.00   | Club Trophy..... | 325.00   | Mills '40 1-2-3..... | 99.50    |
| Blue Grass..... | 195.00   | Dark Horse.....  | 195.00   | Sports Special.....  | 175.00   |

Write For Lists: Arcade Equipment, Automatic P.O. Consoles, 5 and 1-Ball F.P. Pin Games,

Slot Machines and 1 Ball Multiple P. O. Tables

TERMS: 1/3 DEPOSIT, BALANCE C.O.D. OR SIGHT DRAFT

# MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE.

ARMitage 1434

CHICAGO 22, ILL.

which they have served for years.

And, going further, Van Zandt said, "Blackwell has seen fit to re-enter the distributing business by taking on the Aireon Automatic Phonograph," and it is in this new venture that Mrs. King and Van Zandt have become actively associated as partners and whose enthusiastic co-operation will contribute largely to the future of Aireon. Van Zandt declared that "when you are working with Blackwell you are doing business with one of the most splendid characters there is in the music business." He said that "now it can be told that Blackwell Distributing Co. does not operate any phonographs whatever or any other coin operated equipment, but is absolutely in the distributing business and will be in that position from now on."

In a letter to the trade Blackwell reports that he attended Aireon's preview showing of this new equipment in Kansas City and he states that without doubt "this phonograph is the most gorgeous piece of merchandise I have had the pleasure of viewing." He writes further of the many exclusive features and extends an invitation to "see it with your own eyes and hear it with your own ears . . ." He is to advise later just what date in January the trade can be invited in for a personal showing of the "most marvelous Phonograph and Accessories you will see and hear in years to come."

H. E. Walker, Walker Vending Machine Co., is now located in his new quarters on Eleventh St., that were formerly occupied by Modern Music Co. who have moved over to Welton St. Walker advises that he will now operate under the name Walker Music Co. and he is expecting to carry a more extensive line of goods as soon as available. The new quarters will afford opportunity for expansion together with ample stock and office facilities.

Gibson Bradshaw of the Denver Distributing Co., reports that for the past month he has been out of town on a combined vacation and business trip, during which time he went through 17 states and spent a week-end in Florida. He returned about a week ago and is feeling much better than for some time. Bradshaw is now waiting for more equipment to become available.

A. A. Roberts of Wolf Sales Co. recently returned from an extended trip over the territory, visiting various operators and lining up plans for business when conditions open up for the new year. He says that things are rather quiet among the operators, but that all of them are revamping routes and trying to get their business organized so that when new equipment becomes available they will be able to move right in without too much trouble. He said, however, that none of the operators were complaining that their income had dropped—in many cases rather than a decrease they have had an increase in their business. This they account for by the fact that all of these boys formerly in the Army, are getting out.

Lieut. A. C. Roberts, partner in Wolf Sales Co., has been assigned to duties at Fort Logan, near Denver, and is now able to visit the office and contact his family and other associates in business.

Members of the Wolf Sales Co., including Wolf Reiwitz, A. A. Roberts and A. C. Roberts, spent the Thanksgiving holiday in San Francisco with their families. Immediately after the reunion they left for Denver to take care of business affairs.

Sergeant Herbert H. Wolf has just returned to his old job after spending around 14 months in England. During this time he flew 21 missions over Germany, France

and Italy. For these outstanding services he was awarded a Purple Heart, The D.F.C., Air Medal, Victory Medal, American Defense Medal, and Good Conduct Medal. (This latter, Sergeant Wolf refers to as "a mistake.") He returned to the United States about 5 months ago and expects soon to be joined by his wife, a Colorado girl, although Lieut. Wolf originally hailed from the East. A. A. Roberts said that Sergeant Wolf had been drafted while in the employ of the company and is resuming his former position in the service department.

The Knudsen family in Utah—Jean and Wesley, at Ogden and Provo, respectively, had pretty good luck during the deer hunting season. Between these two and other members of the Knudsen family, they brought down five bucks this year.

Just returned from a 6,000 mile trip over the territory, A. A. Roberts said that the only hunting he had been able to do was hunting for operators, every one of whom seemed to be spending much of his time at this season on hunting expeditions.

Howard Hold went pheasant hunting on opening day and got four pheasants. His partner got five, which equalled about 3 each as they couldn't find all of them. He went again on Thanksgiving Day, but only got one pheasant.

Lieut. Claude Sharpenstein, Jr., partner in the Arizona Automatic Co., is now on terminal leave from the Army and expects to be released in December.

Modern Distributing Co. is now nicely located in the new quarters. Remodeling and alterations are well along toward completion. There is a big stock room, a large show room, a record room and a nice suite of offices, and ample space thruout. Its central location will appeal to the operators when they visit the store as it is convenient to hotels, shops and good eating places. Modern declares it has the best equipped phonograph department in Colorado—it has a big record stock which sells out rapidly.

Leo Negri, formerly with the Armed Services, has recently become affiliated with Modern Distributing Co. and last week made his first trip down through Pueblo, Walsenburg and Trinidad, getting acquainted with the operators in those localities. He reports that he had a very successful trip.

Operators throughout the territory, Negri said, are waiting impatiently for the new Rock-Ola machines.

The Negri brothers, numbering six, appear to predominantly favor the music business, as at one time four of them were active in the music business, though now

only three, two of whom are with Modern Distributing Co.

Frank Mazzone of Modern said there is a special demand for the record "Dig You Later (Hubba, Hubba, Hubba)." He said it was the strongest thing on the machines today—that it had taken in more nickles than anything which has hit Denver. He also believes that there is a very good prospect for "Symphony," with Freddy Martin's Orchestra.

Frances Conrey

## San Francisco

Prospects are definitely brighter concerning the arrival of sorely needed new equipment. Distributors, who a month ago were reluctant to hazard even conjectures, are now eagerly anticipating their postwar merchandise, and to the \$64 question "WHEN?" their predictions range from "any day" to "within 3 months at the latest—provided nothing further occurs to upset the apple cart."

Don Clark, owner of Clark Distributing Co., exclusive Wurlitzer distributor for the West Coast, has just returned from the Wurlitzer distributors' meeting in the East, and is busy arranging for a Wurlitzer showing and Wurlitzer operators meeting, in the first half of January. According to plans, it will be a gala event, and the first of its kind since pre-war, in the West. Besides displaying the new Wurlitzer models, a new merchandising policy will be explained to operators. Clark said he would give us the full details prior to the meeting. L. Hock has been appointed general sales manager of Clark Distributing Co. Before taking his present position, Hock had been sales manager of Pennsylvania Central Air Lines.

California Amusement Co. got in its first two samples of arcade equipment; Bally's Victory Derby, one ball pay out machine, and Super Skeeroll, which Chet Garton demonstrates with great enthusiasm and gusto. Chet reports that operators are very much impressed by the improved features, such as the straight drop coin chute of the slug rejector type, and that the whole mechanism in the new model, is in the back, easily accessible, mounted on swinging shelves, being very handy for repairs and adjustments. Appearance of the machine is also very much enhanced, substituting a compact front, with a door to the previously employed spindly legs.

Walter A. Huber, sales manager of California Amusement Co., has just returned from a swing through Northern California, and observed that it certainly would be a heyday for salesmen, if they only had some merchandise to sell.

COIN  
MACHINE  
REVIEW

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FOR  
JANUARY  
1946

## Yes We Recone Speakers

All 8 in. Speakers.....@ \$3.80 All 12 in. Speakers.....@ \$5.15  
All 10 in. Speakers.....@ 5.00 All 15 in. Speakers.....@ 7.15  
New Field Coils.....per lb. \$3.35

### 4-DAY SERVICE

OUR SOUND DEPARTMENT IS TOPS!! WE  
CAN GIVE YOU PROMPT SERVICE!!

## DEE'S SERVICE SHOP

1119 Venice Blvd.

FEderal 7875

Los Angeles 15

Chet Garton instituted a quaint custom. Around ten o'clock, coffee is served to everyone on the premises: executives, office help, service men and visitors. It really is very charming, and promotes a great deal of good feeling and fellowship for the whole personnel, and whoever happens to be around, to get together for a friendly ten minutes chat. Three cheers for Chet. In these days of unrest, any friendly gesture that brings about a more cohesive and friendly organization, might be of inestimable value.

A. McKenzie, owner of Better Service Music Co., Mill Valley, dropped by California Music Co., and spoke the praise of Singing Towers. He said: "Singing Towers are working very nicely, and I'm very happy with them." Mac had been in the coin machine business for quite some time, but it's only about a year ago since he became an independent operator. Due to the many bedevilements of the moment, the route isn't very big, "but it certainly will grow as conditions permit," said Mac.

Associates, Rock-Ola distributors, are growing by leaps and bounds. Recently they have taken over still another building which is being rapidly converted into a showroom and housing sound-proof listening rooms, according to George Bennett, one of the Associates. Bennett also informed your reporter that he is expecting Rock-Ola samples almost any day now.

San Francisco Cigarette Vending Machine Co., owned by Dick Parina, will be moving to 56 Page St. within the next 90 days. Dick said he had taken over the

entire three story building and his new establishment will be approximately three times the size of the present one at 156 9th St. Cigaretts, of course, are no longer a problem since they can be had abundantly, and as far as that end of the business is concerned, Dick said: "We are getting along swell," however, though old equipment has been thoroughly overhauled, after years of service it is difficult to keep them at maximum efficiency, and Dick is hopefully awaiting the day when new equipment can be secured.

Hank Maser is planning to go East in January to make a survey of the general situation, and make additional arrangements. As we mentioned last month, Hank is entering into the manufacturing phase of the business. Right after his return, the Maser slot machines will start rolling off the assembly line.

Formed for the purpose of protecting the interests of the automatic music industry, the Associated Music Operators, Inc., have watched with grave misgivings the Buckley Bill H.R. 3190 pending before the House Patent Committee. As early as October 8, the association dispatched letters to U. S. Congressmen from California, Richard J. Welch and Frank Havenner, in order to enlist their cooperation to defeat this bill so injurious to the best interests of the industry. In part the letter reads: "This measure, if passed, would prohibit the operation of music boxes in the various cafes and restaurants throughout your territory and the United States in general. This copy-right act, if followed through, would necessitate a tax so great that it would

prohibit the rendering of music by records in establishments where the masses or the working class of people dine. This measure also would put many people out of work, and is of such a discriminatory nature, it would only be helpful to a certain group of people."

Both Congressmen answered the letters, Havenner saying in part: "I will be glad to bear in mind your interest in this legislation when it comes before the House of Representatives for consideration and give it my most careful attention, etc." Congressman Welch had this to say in his reply: "If and when this bill comes before the House for action, I shall be glad to give it my personal consideration."

Since the exchange of letters the Associated Music Operators, Inc., has kept the wires to Washington, D.C., humming, reminding our Congressmen of the injurious effects passing of the Buckley Bill would entail.

Bob Weiner, is enlarging his route. He and his wife bought a handsome home in Miraloma Park, (one of the fine residential districts here) where Bob is fixing up an up-to-date workshop.

Mr. and Mrs. Harry Ludwig are vacationing here, getting a lot of fun out of attending the races. Ludwig is a prominent Sacramento operator. Though this is supposed to be play time, Ludwig is not neglectful of business interests, and is busy calling on distributors and jobbers to get first hand information, and also to put himself in line for new equipment when it becomes available.

Gisela Ney

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## PRICES SLASHED! BUY NOW AND SAVE!

### ARCADE EQUIPMENT

|                                 |          |
|---------------------------------|----------|
| 1 Smile-a-Minute .....          | \$450.00 |
| 2 Talkie Horoscope .....        | 125.00   |
| 3 Anti-Aircraft .....           | 59.50    |
| 2 Keeney Submarine .....        | 165.00   |
| 1 5c Bally Bull .....           | 75.00    |
| 1 5c Chester-Pollard Golf ..... | 65.00    |
| 1 5c Jr. Basketball .....       | 39.50    |
| 2 5c 3 Col. Card Vender .....   | 35.00    |
| 10 2c Muto. Card Venders .....  | 23.00    |
| 4 5c Mills Peek Machines .....  | 93.00    |
| 1 5c Baseball .....             | 35.00    |

|   |         |
|---|---------|
| 1 5c Exc. Hi Ball .....                         | 85.00   |
| 1 Sky-battle .....                              | 175.00  |
| 1 X-Ray Poker .....                             | 70.00   |
| 1 Super Bomber .....                            | 245.00  |
| 1 A.B.T. Six Gun Automatic Rifle<br>Range ..... | 1995.00 |
| 2 Mountain Climber .....                        | 75.00   |
| 1 Drivemobile .....                             | 295.00  |
| 2 Skyfighters .....                             | 275.00  |
| 1 Stamp Vendor Roll .....                       | 39.50   |

|                               |        |
|-------------------------------|--------|
| 1 Radio Rifle with Film ..... | 25.00  |
| 4 Ten Pins .....              | 33.00  |
| 1 Scientific Baseball .....   | 67.50  |
| 1 Wind Jammer .....           | 55.50  |
| 2 Seeburg Astrolograph .....  | 39.50  |
| 1 Western Baseball .....      | 45.00  |
| 5 1c Exch Card Venders .....  | 22.50  |
| 1 1c Exh. Fist Striker .....  | 55.00  |
| 1 Exhibit Punching Bag .....  | 135.00 |
| 1 Rainbow Pencil Vender ..... | 45.00  |
| 1 Ace Bomber .....            | 255.00 |

### ONE BALL PAYOUTS

|                         |          |
|-------------------------|----------|
| 3 Grand Nationals ..... | \$ 95.00 |
| 2 Grand Stands .....    | 65.00    |
| 1 Stables .....         | 27.50    |
| 1 Mills 1-2-3 .....     | 65.00    |

|                                  |          |
|----------------------------------|----------|
| 1 Fortune .....                  | \$175.00 |
| 1 Stepper Upper .....            | 65.00    |
| 1 Winning Ticket .....           | 75.00    |
| 8 Mills Q.T. Pin<br>Tables ..... | 27.50    |

### JENNINGS

|                                 |          |
|---------------------------------|----------|
| 1 Liberty Bell .....            | \$ 19.50 |
| 5 Pace Saratogas .....          | 95.00    |
| 1 Caille Musical<br>Dewey ..... | 75.00    |

### CONSOLES

|                           |          |
|---------------------------|----------|
| 1 Cigarette-V-Model ..... | 125.00   |
| MILLS                     |          |
| 2 4 Bells, 5c .....       | \$575.00 |
| 1 Mills Square Bell ..... | 85.00    |

### SLOTS

|                           |        |
|---------------------------|--------|
| 1 5c Century, D.J.P. .... | 65.00  |
| 1 5c 4 Star Chief .....   | 150.00 |
| 5 1c Little Dukes .....   | 17.50  |

### PACE

|                            |          |
|----------------------------|----------|
| 1 5c Comet, S.J.P. ....    | \$ 69.50 |
| 16 1c Bantams, S.J.P. .... | 27.50    |

### FREE-PLAY GAMES

|                   |          |
|-------------------|----------|
| Big Time .....    | \$ 47.50 |
| Majors "40" ..... | 19.50    |
| Play Ball .....   | 55.00    |
| Zig Zag .....     | 75.00    |

|                    |        |
|--------------------|--------|
| Blondie .....      | 22.50  |
| All American ..... | 49.50  |
| Broadcast .....    | 49.50  |
| Blue Grass .....   | 195.00 |

|                 |       |
|-----------------|-------|
| Polo .....      | 32.50 |
| Mr. Chips ..... | 19.00 |
| Follies .....   | 25.00 |

|                  |        |
|------------------|--------|
| Big Chief .....  | 30.00  |
| Paradise .....   | 35.00  |
| Dude Ranch ..... | 40.00  |
| Contest .....    | 150.00 |

### PARTS

Complete stock of parts, let us know what you need, we can fill it. \$15,000 stock Container Salesboards at Lowest prices.

We manufacture merchandise sales boards.

|              |                              | Costs Operator | Sells to Dir. | Takes In |
|--------------|------------------------------|----------------|---------------|----------|
| 5c—1000 Hole | Hand Dipped Chocolates ..... | \$25.00        | \$32.50       | \$50.00  |
| 5c—1000 Hole | Fruit Cake & Chocolate ..... | 19.50          | 27.00         | 50.00    |
| 5c—1500 Hole | Western Deal .....           | 32.50          | 45.00         | 75.00    |

WRITE FOR SAMPLE NOW.

# STEWART NOVELTY COMPANY

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Phone 5-8433

Salt Lake City, Utah

# Mississippi

Young Mr. 1946 is a welcome visitor to Mississippi this month and as the Old Year was rung out and the New Year welcomed in, Magnolia State operators looked to the New Year with hope and confidence. 1946, they predict, will be the most successful year in a decade for operators of all coin machines. All curfews have been removed, bans have been lifted and with the continued return of service men from overseas and from camps in the states, business is looking up and 1946 should find it at a new high.

Francis Smith, late of the U. S. Marine Corps, has been given an honorable discharge as a Lieutenant after three years of service in the Pacific. Following a visit here with his parents, he and his wife left for California, where he plans to open operations in the coin machine business.

Corporal Thornton Smith who has been in Europe for two years in the finance department of Uncle Sam's army is en-route home and expects to resume operations here.

Jake Sanguinetti, recently discharged from the Navy at Pensacola, is home and has taken up where he left off when he was called to the colors. With his partner, John McGivaren, they operate the J and J Co.

Among the operators who attended the Notre Dame-Tulane football game in New Orleans recently were: John McGivaren, Pinky Gremillion, Beauvais Caire, Dave Junkin, Barnett Seruo, Hoody Woods, and Charley Dixon.

Charles Morel, son of Charles Morel, Sr., owner of the Morel-Starr Co., is now associated with his father in the operation of the business. Morel, Jr., came here

recently from Ft. Smith, Arkansas, where he was operating a branch office of the local firm.

Robert "Pee Wee" Garrity, who served in the armed forces, has been discharged, and is now working for the Eidt Distributing Co.

Wayne Jenkins of the California Co. is enjoying a well earned vacation. He reports killing a number of ducks and a deer on a recent hunt in the swamplands of Louisiana with a number of other operators.

Bill Eidt, owner and operator of Eidt's Enterprises is back from a hunt in Tensas parish, Louisiana, and says that the game is like his business, bigger and better. Bill looks forward to a successful 1946.

Charley Stewart has opened a new business in the county and says his coin machines are doing a land office business. His place is on the Liberty Road, near Natchez. He formerly operated in Woodville, Miss.

James W. Sheppard, son-in-law of operator Ham Nelson, has received his honorable discharge from the armed forces and is now associated with Nelson in the operation of the F and N Amusement Co.

Mrs. Ellis C. Keathley, widow of the late E. C. Keathley, owner and operator of the Natchez Music Co., is visiting with members of her family in Cotton Valley, Mississippi, and recovering from her recent illness.

After being associated with Ewing Co. for some time, Harvey "Slapsie" Lawrence has resigned and will open his own company soon. He plans to operate in Natchez exclusively and has already begun plans for construction of a shop on one of the main streets of the city. He was also formerly with the Star-Morel Co.

Sgt. Charles L. Weeks, formerly connected with coin machine operators of this

city as a service man, has received his honorable discharge from the U. S. Army Air Forces and is now at home.

P. K. Ewing, Jr., of the Ewing Co., accompanied by George L. Wilson, his service man, attended the annual Sugar Bowl game in New Orleans on New Year's Day.

Mike Verruchi, well known local operator, is out following a recent operation for appendicitis at the Natchez General Hospital.

Coin machine business seems to be very, very good in all parts of Louisiana. Especially in Baton Rouge and New Orleans is business on the upgrade. Slots are permitted to operate in both cities, and all other machines get good plays also. Too bad the counties of Mississippi frown on slot operators because they would realize much revenue, just as they would from liquor sales, etc.

Local operators and your humble scribe had the pleasure of entertaining one of the top automatic phono singers, the famous movie-stage and radio and recording cowboy artist, the one and only Tex Ritter. Tex with Wesley Tuttle, also a recording artist in his own right and the inimitable Dub "Cannonball" Taylor, were here with the Tex Ritter troupe while touring the south on a series of one nighters. They played to a capacity house at the municipal auditorium and came here from a week's engagement in New Orleans.

Harold M. Case

\* \* \*

Canteen Hostess: "Do you and your sergeant ever have any differences of opinion?"

Private: "Lots of times, but he never knows it."

\* \* \*

Congress should levy an amusement tax On those fat girls who will wear slacks.

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1946

## There's BIG NEWS Ahead - - -

## And It ALL Will Be Told in The Review

**Revolutionary New Machines Are Coming - - - Fascinating Devices That Will Establish a New High in Earnings—Ingenious Machines Requiring New and Drastically Different Methods of Operating. Make Sure of a Ring-Side Seat as This Great Epic Unfolds. Don't Miss a Single Issue.**

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City..... Zone..... State.....

# Red Hot NEWS

LAST MINUTE REPORTS—PREDICTIONS—FORECASTS and GOOD OLD FASHIONED RUMORS COMPRISE THIS NEW REPORTING SERVICE OF "THE REVIEW." THIS PAGE IS WRITTEN AS THE FINAL FORMS GO TO PRESS ON THE 20th.

NEW EQUIPMENT DELIVERIES continue slow, and will for some time. In addition to help shortages, materials just aren't available. Our newsmen are close to the picture and it's the same chant in every manufacturing establishment. It's unfair to say, at this moment, just when adequate supplies of new equipment will be available. Some responsible sources tell us that June will be early. Others say that unless the supply and labor picture changes, it may be even longer. Limited amounts of games and vendors will roll within the next few weeks but big-scale production just isn't in the cards at this time.

PHONOGRAPHS: There will be a lot of order taking from samples in January, February and March and factories will be reluctant to guarantee any delivery dates. Most of the majors have set up terrific production schedules, eclipsing any pre-war year. But supplies from other sources pertinent to manufacturing will throw a monkey-wrench into the best planned schedules, unless the labor picture clears.

Trends: As reported last month, new phonographs will be smaller, compact, and easier to service and transport because smaller models will fit any particular type of location decor. Price Structure holds around \$650-\$850 as reported last month, with the possible exception of two units that will break this figure and sell for less. Watch this prediction. Suppliers: Add to last month's nine starters in the 1946 Phono Derby the name of Williams Manufacturing Co., Chicago. Harry Williams has tossed his hat in the ring and will have a new automatic phonograph during 1946. This names ten positive manufacturers, plus a rumored three who have yet to make a formal entry announcement.

VENDING: A lot of new manufacturers are eyeing this Industry and are only interested in the automatic vending end. In the Cigarette end Mack Postel relates, in this issue, that more than ten new manufacturers will be manufacturing vendors. One manufacturer of an all-electric vendor is represented in this issue, and more are to follow. Rowe will start deliveries in January - the rest are reluctant to set dates. First all-electric vendor is in production with deliveries promised for February.

CANDY OPERATORS: Don't plan on a continuance of any bar supply relief you have had recently. Present deliveries have been upped due to Government cancellation of candy buying contracts. A quick change is coming. Sugar is still short and adequate supplies will not be available until 1947 and candy vending operators cannot expect an adequate supply of quality merchandise for vending devices much before that time. 1946 Cuban crop will be larger by far than 1945, but will not be big enough to care for all requirements. Candy manufacturers are planning for the long pull to '47. You plan accordingly, too!

COIN-OPERATED RADIOS: General Electric, Zenith, Philco and Galvin are reported to have such a job "in the works." There is a big field here and it will pay to watch developments. This is a prime field for coin-controlled units. Articles on such operations will be in forthcoming issues of THE REVIEW.

## This Insigne Stands for Honorable Service to Our Country



A man may have sacrificed an arm or a leg for the privilege of wearing this Emblem . . . Recognize it, and give these veterans the respect and the consideration they so richly deserve.

### Griffin to S. F.

LOS ANGELES—M. M. Griffin of the California Amusement Co. organization, is being moved to San Francisco on January 2nd, to take over the shop there, according to an announcement by Bill Wolf. A new auditor is being added here and announcement will be forthcoming next month.

### Firm Changes Hands

HOUSTON—S. W. Martin and H. M. Crowe have purchased all assets and liabilities of the Standard Music Distributors, 1201 Chenevert St., and will operate under the trade name of Crowe-Martin Distributing Co. at the same address.

### Gum Ages Old

CHICAGO—Gum was being chewed in America centuries before Columbus discovered the continent. The Mayan people of Guatemala liked to chew chicle, the hardened sap of the sapodilla tree.

Gum entered the United States when Santa Anna, dictator of Mexico, gave 20 pounds of chicle to James Adams, an American, who flavored it for the first sales in 1854.

\* \* \*

Twenty per cent of the food in American kitchens is wasted, says one Washington official. It won't be if they lock up the mayonnaise.

## Late BARGAIN MART Ads

### FOR SALE

Wurlitzer single 12 Hideaway and 7 counter boxes. 50 feet of 30-wire cable—all for \$250.00. WILFORD W. CAHOON, 9512 Kittyhawk Avenue, Los Angeles 45, Calif. Phone: After 5 p.m.: ORegon 70173. (J-P)

### WANTED

Ball Gum, Bulk Merchandise, or what have you? MRS. J. S. MORENO, Rt. #1, Box 409, San Antonio, Texas. (J-P)

### FOR SALE

24 Bally cup drink vending machines in good working condition—\$250.00 each. BOX 760, c-o THE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif. (JFM-C)

## Examine This INDEX TO ADVERTISERS

These Advertisers represent the Leading Jobbing, Distributing and Manufacturing organizations in the Coin Machine Industry. Alert—Progressive . . . you'll enjoy doing business with them.

JANUARY, 1946

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ADVERTISERS ARE REPRESENTED IN  
THIS ISSUE OF THE REVIEW . . . MORE  
THAN IN ALL THE OTHER MONTHLIES  
COMBINED. WHY? RESULTS COUNT!

THAT'S THE ANSWER

# BARGAIN Mart

5c PER WORD, MINIMUM \$2.00

No General Delivery ads accepted. Send copy, with remittance, to COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif.

## COIN COUNTERS AND WRAPPERS

Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper, 65c a thousand in 25,000 lots, 75c single thousand. Accurate Penny Coin Counters, heavy aluminum, \$1.50. Belt Pocket, 2 for 50c postpaid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

## EXPERT SLOT REPAIRING

We specialize in repairing slot machines. Special attention given to clock and escalator troubles, payout irregularities, spring tension, timing, frequency of synchronization, percentage, anti-cheat, and all slot adjustments. H. R. GRAHAM, 1212 East Colorado Blvd. (rear entrance), Glendale 5, Calif. Phone: Clturs 2-2261. (TF-C)

## CIGARETTE AND CANDY

Vending Machines—All makes and models, lowest prices, from operators being drafted, Unedapak Parts in stock. What have you to sell? MACK POSTEL, 6750 North Ashland, Chicago. (TF-C)

## WANTED FOR CASH

Used Penny Scales—Mills, Watling, Pioneer, Kirk. No big dials. NICKABOB CO., 2525 West Pico Blvd., Los Angeles 6, Calif. (TF)

## CORRESPONDENTS WANTED

We are seeking news representatives in various cities able to send us a monthly news letter. If you can write a bright, newsy letter and are located in a Coin Machine Trading Center, please communicate with the Editor. Satisfactory remuneration for your efforts. COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif. (TF-P)

## PRECISION REBUILT

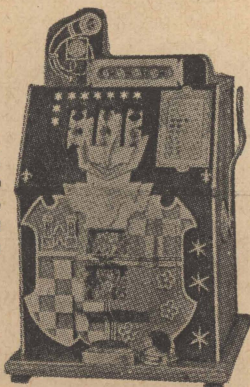
5c Selective Candy Bar Vending Machines, LoBoy 1c weighing scales, 5c Coca-Cola Drink Vendors, Ticket Scales, 1c nut, and postage stamp machines. Write for latest price list. ADAAR COMPANY, 6926 W. Roosevelt Road, Oak Park, Ill. (DJF-P)

## SLOT MACHINES REPAIRED AND REFINISHED

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## Coin Machine Service

1070 Thompson St.  
Glendale 1, Calif.  
Tele. Clturs 3-3721



## WANTED AT ONCE

I will pay top cash prices for Phonographs (all makes); Wall Boxes; Consoles; Slots; One Balls; 5 Balls and Music Units. Send your list. I will buy any quantity, on or off location. BOX 680, Coin Machine Review, 1115 Venice Blvd., Los Angeles 15, Calif. (TF-C)

## DEVIE DEVLET

is paying 14c each for used records of the fourth grade up. On this Sixth Business Anniversary Devie expresses his thanks to distributors on Pico and Washington Boulevards and to operators throughout the State. DEVIE DEVLET, 1624 East Huntington Drive, Monrovia, Cal. Telephone: Monrovia 3241. (NDJ-C)

## FOR SALE

1 Gottlieb Skee-ballette, in perfect condition, \$75.00; crated, F.O.B., or trade for Skee-ball, any make. DECATUR SKEE-BALL CO., 511 Central, Decatur, Illinois. (DJF-P)

## BALL GUM SUBSTITUTE

Many operators are now using Glass Marbles; can still supply, Barrel 50,000, \$54.50; keg 21,000, \$23.80; full cash with order, f. o. b. factory. Folders for Stamp Machines, 12,000, \$9.00. Better Grade. ROY TORR, Lansdowne, Pennsylvania. (TF-C)

## CHOCOLATES

Fruit Cake, Gift Chests, Cigarette Lighters, Billfolds, Razors, Dolls, Bears, Scotties, Vanities, Cedar Chests, Portable Bars. Immediate deliveries. DELUXE SALES CO., Blue Earth, Minn. (J-C)

## FOR SALE

4 Watling Rolatop 3/5, 10c, DJP; 4 Watling Rolatop 3/5, 10c, DJP; 1 Jennings Goose Neck 2/5, 25c play DJP; 1 Jennings Goose Neck 2/5, 50c play DJP; 1 Caille 3/5, 25c play, mystery pay, DJP; 1 Singing Tower music machine, 43 model; \$1100.00 takes all. KRIZO AMUSEMENT CO., Merrill, Oregon. (J-P)

## MUSIC

2 AMI Hiboy, #302 @ \$350.00 each. These are 40-selection phonographs, like new inside and out. Return for full refund if not satisfied. KING PIN GAMES COMPANY, 826 Mills St., Kal-amazoo, Mich. (J-P)

## FOR SALE

Reconditioned Consoles, in storage two years: Paces Reels, Sr., with rails, latest model, \$100.00; Paces Saratoga, without rails, 5c P. O., \$65.00; Paces Reels, Jr., \$70.00; Mills Jumbo Parade, late head, 5c P. O., \$98.00; Mills Jumbo Parade, early head, 5c P. O., \$89.00; Keeney's Track Time, 7-coin head, \$25.00; Mills Q. T., 5c, perfect, \$62.50. A. E. CONDON SALES CO., 1424 Main St., Lewiston, Ida. (J-P)

## WANTED

Broken Scales for Parts—all makes. Also Scales in GOOD order. Cigarette Vendors—Nationals preferred. HEINEMAN, 656 Selden, Detroit 1, Mich. (JFM-P)

## FOR SALE

Carded Pecans, Cashews or Almonds (Salted) (24 10c packages on card). Cards cost you \$1.20 each. Your profit, \$1.20 per card. You can build up wholesale route charging retailers \$1.65 per card. MERCIER DISTRIBUTING CO., 2363 37th Ave., San Francisco 16, Calif. (J-P)

## FOR SALE

25 Rowe five-cent Gum and Mint Vendors, chrome finish, in good shape, \$10.00 each. SILENT VENDING CO., 5727 Park, Kansas City, Mo. (J-C)

## WANTED TO BUY

6 Filben mechanisms. BENJAMIN MUSIC SERVICE, 2507 26th St., Santa Monica, Calif. Phone: 64392. (J-P)

## WANTED TO BUY

Used Abbott Penny Counting Machine. E. A. HOLLIDAY, 1173 Marian Way, Sacramento 14, Calif. (J-C)

## The Nation's Leading JOBBERS, DISTRIBUTORS and MANUFACTURERS

are represented in this issue.

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COIN MACHINE REVIEW

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FOR JANUARY 1946

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— to —

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**FRED GAUNT**

**ERNIE BRENNAN**

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— and —

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